

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVII. NEW YORK, NOVEMBER 27, 1901. No. 9.

REACH THE HOME

*There is the source of
Advertising Results.*



The circulation of

THE Philadelphia Record

is principally a HOME circulation. Five-sixths of all its sales are made direct to its carriers and agents, who in turn deliver the paper to permanent subscribers at their HOMES.



**Average Daily over 185,000.
Average Sunday over 170,000.**

RATE, 25 CENTS A LINE.

"'The Record' was the pioneer penny newspaper in the United States and has ever been a monument of journalistic enterprise of a legitimate character. To-day it has a circulation on which the sun never sets. In almost every quarter of the habitable globe where the English language is spoken it may be found."—Editorial in "PRINTERS' INK."

GET DOWN to the FACTS

They tell a Simple
Story of

PROGRESS and PROFIT

THE PITTSBURGH GAZETTE

Gets more foreign business than any of the other morning papers for the very good reason that it brings the best returns. Neither idle claims nor childish chatter could have made the reputation of this hustling paper. It is simply a case of business people knowing a good thing when they see it—of trying a good thing and finding it profitable.

Those who look over this field carefully come to the Pittsburgh Gazette as a duck takes to water.

Circulation Guaranteed { Daily, more than 50,000
Sunday, " " 60,000

W. R. ROWE, BUSINESS MANAGER.

J. E. VAN DOREN SPECIAL AGENCY,
Publishers' Direct Representatives.

407-410 TEMPLE COURT,
NEW YORK.

1105-1106 BOYCE BUILDING,
CHICAGO.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 22, 1883.

VOL. XXXVII.

NEW YORK, NOVEMBER 27, 1901.

No. 9.

THE COLGATE VIEWS ON PUBLICITY.

LARGEST CONCERN IN ITS LINE IN AMERICA—FIRM FOUNDED IN 1805—MR. COLGATE THOROUGHLY OPPOSED TO SUNDAY PAPERS.

Said Mr. Sidney M. Colgate, one of the members of the well-known firm of Colgate & Co., manufacturers of soaps and toilet waters, of 55 John Street, New York, to PRINTERS' INK's representative:

"My theories concerning advertising may in many respects be utterly at variance with those of others; and in fact they may be wrong, but if you will bear in mind that they are based on an experience of seventeen years, during which a great deal of money has been expended by us for no other purpose than to discover all that we could concerning advertising; and that we have been very successful, year by year showing an increase of business, which must be credited as the result of the policy which had been adopted through what we had thus learned, you must concede that our advertising opinions are worthy of consideration. Furthermore I believe I am right when I claim that Colgate & Co. is the largest house in its line to-day, in America."

"Over ninety years old, I think?"

"Yes. Just ninety-five. My grandfather founded this business in 1805 upon this very site, and we have always occupied it for the same purpose. The original premises were number 6 Dutch Street, now used as our perfumery factory, and this office in which you sit adjoins that. All around here, the entire group of buildings merely mark the development of the business; but when it had grown to unwieldy proportions, we removed the soap factory to Jersey City, the rest remaining

here. Another noteworthy fact is that all the partners of Colgate & Co., to-day, are grandsons of the founder."

"Do you know anything concerning your earlier advertising?"

"Nothing authentic, except that I think we were more progressive even in the most conservative of days than most were. Thus I recently picked up at home a series of *Harper's Monthlies* of the days before the Civil War. Throughout the series I came across Colgate & Co.'s advertisement of Violet Toilet Water, one of the brands which we still advertise to-day, after a lapse of fully fifty years."

"How did these ads strike you?"

"They seemed good and strong, though crude from the artistic point of view. And they looked lonely, for they were not surrounded by very many pages of advertising."

"Was that the beginning of your modern—so to speak—advertising policy?"

"I cannot say that the date of the adoption of our present policy is well-defined. Up till about seventeen years ago, our advertising was fitful. Since then, practically, it has been systematically conducted. We took our first advertising agent then, for instance."

"And what else?"

"I am afraid I shall have to disappoint you if you desire to pin me to facts and figures. During these years I can claim that we have probably tried every method of advertising of which I know, every kind of publication, the newspaper, country and city; weeklies, monthlies, humorous, religious, trade-journals, sporting papers, programmes of every kind, displays of all sorts, outdoor and indoor novelties of every description, schemes, demonstration, advertisements of inconceivable variety, posters, supplementary liter-

ature, booklets, circulars and letters."

"For your ends which class served best?"

"That would be hard to tell, so many things have to be considered. I've learned that no kind is useless, but that price is not always the prime consideration. As far as publications are concerned, one of my pet theories is to choose the publication, other things equal, whose life is longest. That is why we use magazines to such extent."

"And dailies so little?"

"Not on that ground alone, although is is my conclusion that for soaps and toilet requisites, they are scarcely the medium. Then too I care little for reading-notices, and am opposed to Sunday papers."

"Regarding reading-notices?"

"In the best publications you cannot get reading-notices, that is, given, and paid ones are too dear, because the reading-notice is little believed in. In my opinion, the only ones worth anything, are those containing information."

"And Sunday papers?"

"I oppose them on common sense as well as moral grounds. I don't believe in anything which creates work on Sundays, holding that no man can give the best that is in him, who does not get entirely away from himself, one full day in seven. I have never advertised in a Sunday paper, on both accounts, and never shall. One day I was approached by a solicitor for one of the so-called 'yellow' Sunday sheets. He wished to have me perfume the entire edition, Colgate & Co. to receive the credit. I told him that we had not enough perfumery in all our vats to make the odor of their sheet acceptable. He wished to demonstrate how few gallons would be required for his purpose. But I finally, to his indignation, got him to understand my view of the matter."

J. W. SCHWARTZ.

ANY one who is in the mail order business to build up can use the biggest and best papers just as easily as a few poor ones. The only requisite is money enough to pay the bills. The biggest papers bring the most orders.—*The Advisor*.

HUMOR IN ADVERTISING.

"Don't try to be funny in your ads," is a piece of advice that is constantly being repeated by those who claim to be qualified to teach the theory, art and practice of publicity. The advice is probably good advice, just as it is always wise to admonish a child not to play with edge-tools, or to fool with a revolver, or to climb trees. But one who knows how to handle humor and how to handle advertising can do wonderful things with the combination, just as a wood carver does with edge-tools, or as "Billy, the Kid" used to do with his revolver. And the spectacular gymnast on the trapeze or the flying rings was once a boy with a fondness for climbing trees, very likely. Probably the safe way is to avoid humor in your advertising and to wait until you have become expert in humor and in advertising—which is like being advised to stay out of the water until you have learned to swim. As a matter of fact, some of the best advertising of recent years has had a touch of humor in it—"Spotless Town" and "Wool Soap Babies," for instance. People like a little sugar coating of fun on the facts or claims they are expected to swallow. So you need not discard your humorous propensities entirely; rather file them away until you have become expert in the use of humor in your ads, and then resurrect your witticisms and let them loose.—*Advertising World*.

An advertiser's best friend is good judgment.—*The Advisor*.



What is wanted of a cocktail is that it shall be made of the best materials, used in correct proportions. Very few know how to make a cocktail, and fewer use good goods. Only the best goes into

Gold Lion Cocktails

and in correct proportions. Always delicious and the same. Seven varieties.

The Cook and Herzhauer Co., New York

THIS ad shows the effective use of small space, so ably exemplified in the columns of the *New York Sun*. It originally measured 3¾ inches single column.

Your goods
command attention
when you advertise
them in

The Sun

The best proof
is a test.

Address
THE SUN, NEW YORK.

ADVERTISING NOMENCLATURE.

By Joel Benton.

The effort to employ fresh words and phrases and to abandon stale and threadbare expressions, is a frequently observed modern tendency, in more than one field of writing. In the advertising domain the reason upon which it rests is apparent. For new words and a novel way of putting things not only arrest attention, but, if well devised, they seem to add force to a critic's argument.

It is this which gives some literary currency to slang, which can be made to add strength and piquancy often to the very best writing. It may be vulgar, unless specially indicated by quotation marks—but it is powerful when rightly employed.

In tailoring advertisements we often see the word "dependable," which is not a proper word, as it has an imperfect formation. What its inventor wished to convey by it was that his clothes were "depend-upon-able." In other words, you could depend upon their merit. If the instance of "reliable" is adduced to show that a similar word of the same meaning does exist, it may be asked, why not use it, then, and refuse to add an unadmitted and awkward formation?

But a very recent instance of naming an article occurs to me now as absolutely worthless and offensive. This article, which is well advertised, is called an "Oyster-ette." The absurdity of it is that an "oysterette" means no more nor less than "a small oyster," while the improperly so-called article is merely a cracker, which you are to eat with oysters, whether they are small or large oysters. I cannot believe that the English vocabulary is so lean or the power of correct word-formation is so weak that such a misleading and improper word is made necessary. New words that are novel and attractive can still be made; and, if a firm which seeks for one can do no better than this sample indicates, why does it not apply to

some skilled etymologist and philologist to produce one?

Very lately, too, a patent medicine has been put upon the market under the disagreeable and unallowable name of "Ruterba," which sounds a good deal too much like "pidgin English." We know, of course, what idea it is expected to convey—that the medicine so named is composed wholly of roots and herbs; but there is any number of ways of saying that without employing a nondescript title for the remedy offered for sale.

The truth is, names and phrases, like flowers and foods, communicate tastes and odors; and their efficiency depends largely upon the agreeableness that they possess. But such formations as I have named are distinctly disagreeable, besides being absolutely unnecessary. When it is so easy to be felicitous in phrasing and naming, why take so much pains not to be?

The Uneeda firm did very well, perhaps, with its pun, simply because it *was* a somewhat amusing pun. But their literary manager was rather dull or drowsy when he invented the bewildering diagram with the words In-er-Seal for a captivating trade-mark.

I buy this firm's goods very often, but this device troubles me more than Mark Twain was troubled by those Fourth avenue railway directions to conductors, which he wished to consider prose and which kept struggling to be poetry. When I look at this trade-mark I know it is not "inner seal"—a seal within the package; and I don't like to think it is some drunken man's effort to say "in the seal." Either way, therefore, that you translate it, it leaves an unsatisfactory impression.

IMPROVED POSTALS.

Firms having many small notes and messages to write sometimes resort to postal cards. The use of a plain postal card is not commercial; with your note head printed on the message side you dignify the postal card into a business letter.—*Payne's Promoter.*

ADVERTISING is like fishing—some fisherman catch suckers while others catch trout and bass. Which are you fishing for? The bait must be different, you know.—*The Advisor.*

THE Evening Wisconsin
MILWAUKEE

A man is best known by his neighbors.

A newspaper is best known by the people
of the city in which it is published.

This is also true of

THE Evening Wisconsin

It is used by all advertisers in the city of
Milwaukee who do any general adver-
tising at all. This is the estimate of the
newspaper by the business community of
the city.

This can be said of very few newspapers
in any City.

SOME FIGURES FROM GEORGIA.

PRINTERS' INK for October 30 contained the following item:

The Atlanta *Constitution* gets up a letter in fac-simile handwriting that says:

"* * * Please put the *Constitution* and *Sunny South* on your next list. They are getting out five editions of the weekly *Constitution* of 200,000 each, and three editions of the *Sunny South* of 100,000 each.

In the light of the ratings accorded the *Sunny South* and the weekly edition of the *Constitution* in the last issue of the American Newspaper Directory, these five special editions of each publication presented an interesting problem. How are they to be mailed?

The September Directory yields the following information:

Constitution, weekly: In 1895, B; in 1896, B; actual average for a year ending with September, 1897, 109,157; for a year ending with October 17, 1898, 109,548; for a year ending with October, 1899, 89,798. In 1900, A.

Sunny South, weekly: Circulation rating varied from B in 1892 to C in 1895. In 1896, C; in 1897, Y; in 1898, yD; in 1899, E; in 1900, yE.

The letter circulation ratings are only given when actual figures are withheld. The meaning of them is stated to be as follows: A, exceeding 75,000; B, exceeding 40,000; C, exceeding 20,000; D, exceeding 17,500; E, exceeding 12,500; Y, no report from the publisher.

A PRINTERS' INK reporter was sent to ask the New York post-office how 100,000 copies of the *Sunny South* could be mailed upon a regular circulation of 12,500, and 200,000 copies of the weekly *Constitution* upon an avowed circulation of 89,798. From one of Postmaster Van Cott's assistants, who supervises the mailing of second-class matter, it was learned that it is not only unlawful for a publisher to mail more than 50 per cent of his issue as sample copies, but that it is unlawful for him to distribute an excess in any other manner. If a publication has 500 bona fide subscribers it is entitled to circulate 500 sample copies and no more. If 1,100 are printed the publisher is not only prohibited from mailing the extra 100 as sec-

ond-class matter, but from sending them at regular rates, or even giving them away. This ruling is based upon Section 281 of the Postal Laws and Regulations of 1893:

"... Under the provisions of the Act of March 3, 1879, the postmaster must require satisfactory evidence that the publication offered for mailing at the pound rate has a legitimate list of subscribers approximating 50 per cent of the number of copies regularly issued and circulated by mail or otherwise..."

In a recent order issued from Washington postmasters are reminded that "the pound rate of postage is a special privilege at the public expense," and that "the Department will restrict the privilege to those publications which are fairly within the contemplation of law and properly meet its requirements."

Postmasters may be held upon their official bond for loss to the Postal Department through improper application or maladministration of the laws regulating the pound rate privilege, and it was the opinion of Mr. Van Cott's assistant that if the above-quoted circular came under the eye of the Washington postoffice authorities it would set them upon an official investigation of the problem. How the *Constitution* and the *Sunny South* are to mail these special editions upon their accredited legitimate circulations is a question of interest to other newspaper men who have more or less trouble with the postoffice about their mailing privileges. It galls one newspaper man to be forbidden to do what another newspaper man is doing all the time. The case is about this way. If the *Constitution* and *Sunny South* are actually issuing the great editions promised then they are forfeiting their rights to be carried in the mails as second-class matter; if, however, they are simply bragging, without any intention of doing as they agree, or if they do intend to do as they agree but do not in fact do it then no harm is done and no risk is incurred.

Do not expect to reap a harvest from an exhibition of art in your advertising—it's a case of art for art's sake and common sense for your business' sake.
—The Advisor.

THE LARGEST CIRCULATION IN NEW JERSEY

Newark Evening News.

2 CENTS

Newark Sunday News.

5 CENTS

WHOLESAME, CLEAN,
COMPLETE

Offering to the Ad-
vertiser a seven
day paper that
covers Newark and
the nearby towns
and cities as no
other medium can.

EVENING NEWS PUBLISH-
ING COMPANY

215-217 Market Street, Newark, N. J.

R. F. R. HUNTSMAN, N. Y. Representative, St. Paul Bldg., 220 Broadway
CHAS. J. ELLSON, Special Adv. Agent, Stock Exchange Bldg., Chicago, Ill.
W. H. DAGGETT, 227 Washington Street, Boston, Mass.
LOUIS M. PORTER, Spec. Adv. Agt., 222 Strand, Outer Temple, W. C., London



POST, RODGERS AND PRESBREY.

"APPERTAININ' TO AND TOUCHIN' ON" THE ACTUAL MONTHLY ISSUES OF "HARPER'S MAGAZINE."

Mr. C. W. Post, President of the Postum Cereal Company, Limited, and also President of the Association of American Advertisers, offered, in PRINTERS' INK issue of November 6th, to pay a thousand dollars to Harper & Brothers for satisfactory evidence that *Harper's Magazine* has a bona fide paid circulation of over 60,000 copies. Mr. Frank Presbrey, a general advertising agent, doing business in New York City, says that this publication caused one of his customers to discontinue his advertisement in *Harper's Magazine*, and as the order was for eight pages he (Presbrey) took the matter up with Harper & Brothers, asking if they could give him, as an advertising agent, a satisfactory reply which he could refer to his customer. The reply he received came from Mr. James Rodgers, advertising manager for the Harpers, and was to the effect that Post knew the Harpers would not tell their circulation even if a hundred thousand dollars was offered; but Mr. Rodgers would bet \$50,000 that the circulation of *Harper's Magazine* is larger than that of any other magazine selling at the same price. This would seem to indicate a doubt in the mind of Rodgers whether any 35-cent magazine at present has so many as 60,000 buyers. He does not appear to claim that *Harper's Monthly* enjoys so large a sale, but does claim that it has a "circulation" vastly greater. Sometimes a single copy of a magazine is taken by a reading circle and has a very large circulation.

NEW YORK, NOV. 13, 1901.

Editor of PRINTERS' INK:

I have read, as many other advertisers have, the article in PRINTERS' INK under date of November 6, headed "Post vs. Rodgers," in which Mr. C. W. Post President of the Postum Cereal Company, Limited, offers to pay \$1,000 to Harper & Brothers if they will furnish proofs of a bona fide circulation of over 60,000 for their monthly magazine.

This article in your publication and the subsequent distribution of the same in pamphlet form by Mr. Post, who it appears has a personal grievance against

Harper & Brothers, has caused one of my customers to discontinue his advertisement in *Harper's Magazine*. As the order was one for eight pages, to be used during the year, I naturally took the reason for the discontinuation up with Harper & Brothers, and wrote them a letter asking if they could give me, as an advertising agent, a satisfactory reply which I could refer to my customer.

In answer to my letter I have the inclosed from Mr. James Rodgers, advertising manager of Harper & Brothers, and, in view of the fact that you have previously published one side of this controversy, I have no doubt that you will, in all fairness, be glad to publish the other side. I, therefore, give you permission to print Mr. Rodgers' letter, although it is a personal one addressed to me. Yours very truly,

FRANK PRESBREY.

HARPER & BROTHERS, Publishers.

NEW YORK, NOV. 12, 1901.

Mr. Frank Presbrey, 12 John street, New York City:

MY DEAR MR. PRESBREY—I regret that one of your clients has taken seriously the absurd pamphlet issued by Mr. Post, who knew that he would be safe in offering to wager \$100,000 that *Harper's Magazine* had not a circulation of a hundred copies a year, in view of the well-known policy of Harper & Brothers on the circulation question.

Mr. Post is not a patron of the advertising pages of *Harper's Magazine*, and I fail, therefore, to see why I should even answer his funny letter; but now that there seems to be an impression that I was afraid to accept his offer of \$1,000 if I could satisfy him that *Harper's Magazine* has a circulation of more than 60,000 copies per month, I will wager with Mr. Post personally, and not as an officer of the Association of American Advertisers, the sum of \$50,000, as follows: \$25,000 that *Harper's Magazine* has vastly more than the circulation named by Mr. Post, and \$25,000 that during the past year and now the average net paid circulation of *Harper's Magazine* is, and has been, larger than that of any other magazine selling at the same price.

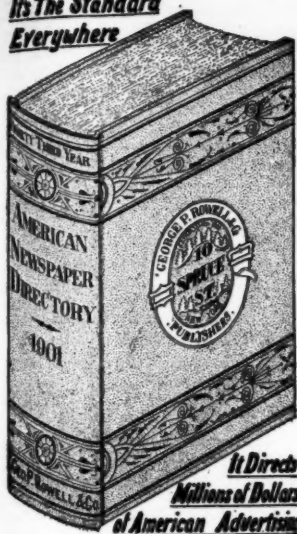
I will make this wager with anybody on earth. A certified check for \$50,000 awaits your call.

This proposition is entirely personal. Yours very truly,

(Signed.) JAMES RODGERS.

The Little Schoolmaster takes this occasion to express his admiration for the childlike trustfulness of Mr. Presbrey. The satisfaction he obtained from reading the Rodgers letter must have beamed from his countenance for hours. If anything could add to the felicity of Presbrey PRINTERS' INK thinks it would be a photograph of that \$50,000 certified check of Rodgers'. Probably if it were not for the formality of the certification the check itself would do as well.

*It's The Standard
Everywhere*



OUT DECEMBER 2^d

The American Newspaper Directory stands, as it has always stood, the first and best of newspaper directories—the only one which cannot be ignored, the only one which every advertiser must have. No other can take its place; no other is needed.—JOSEPH AULD, in the *Burlington (Vt.) News* of July 3, 1896.

A newly revised edition of the AMERICAN NEWSPAPER DIRECTORY for 1901 will be ready for subscribers Monday, December 2d, with circulation ratings of newspapers brought up to date. An indispensable guide for advertisers. Over 1,600 pages.

Price \$5—sent carriage paid on receipt of price.

ADDRESS ORDERS TO

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

"T. B. BROWNE, LIMITED."

THE GREATEST AND OLDEST OF BRITISH ADVERTISING AGENCIES—AN INTERVIEW WITH ITS HEAD, MR. JAMES WANN.

Hearing that Mr. James Wann, present head of the great English advertising agency of T. B. Browne, Limited (whose London headquarters at 163 Queen Victoria street are familiar to all American advertisers who have had occasion to visit the British metropolis), was visiting this country and temporarily sojourning at the Waldorf-Astoria, a PRINTERS' INK representative called at the famous hostelry during the early days of October and sent up his card.

He was cordially received by Mr. Wann, who readily consented to talk with the reporter about publicity on the other side of the Atlantic.

Mr. Wann is a gentleman of keen observation, and, like other distinguished Englishmen whom the present writer has had the honor of interviewing for PRINTERS' INK, he frankly admits that his visit to this country has given him an added experience of great value. In reply to the leading question he said:

"This history of T. B. Browne, Limited, might be called the history of advertising in England—as we understand publicity nowadays. The agency started from zero, and the date of its establishment is not exactly known. But it was more than thirty years ago, at a time when advertising, as we regard it now, was practically non-existent, and when any self-sought publicity was viewed with prejudice and distrust—even to the extent of being considered *infra dig*, by the commercial world generally. The distinctive methods employed by the founder of my firm, however, together with the calling in of the artist and the literary aid, and the introduction of a vigorous personality into advertising, quickly lifted its tone, influenced its style, and commenced to make it what it is to-day. The remarkable business successes following on the

first advertising campaigns carried out, soon began to dispel the time-honored conservatism of the British merchant, and, in doing so, initiated the great business of advertising generally.

"We have been established in our present building from 1886, since when our greatest developments have taken place. The distinctive policy of the firm—to serve its clients in every particular connected with their advertising—has all along been so closely adhered to that in the course of time our agency became, and is now, in every sense, the complete advertising department of its most important clients."

"Among British advertisers, who, in your opinion, Mr. Wann, spends the most money on publicity?"

"I cannot say who spends the most, but there are many who spend a lot. For instance, accounts running up to \$125,000 per annum are not uncommon with us. They represent the leading firms in the country. By looking through the latest edition of our 'Advertisers A. B. C.' you will get a fairly accurate idea of the class of business we handle and also the names of the advertisers."

"Is it not the rule with English advertising agencies to buy up the advertising space of some mediums and then sell the space to their clients?"

"No, that is an exaggerated way in which to express it. We, for instance, only act as agents or contractors—whichever name you like—for *Answers*, circulation over 1,000,000; *People's Friend*, circulation over 240,000; *Pearson's Magazine*, circulation over 220,000, and *Royal Magazine*, circulation over 250,000. The proprietors of these publications naturally retain the right to supervise the extent and character of the advertisements that appear in their respective papers. We, of course, make contracts for advertising space well in advance of our present day requirements. It is only by so doing that we are able, on the one hand, to give our exclusive clients the benefit of prices based upon a large amount of

business—and of special position spaces included in such contracts—and, on the other hand, to give to a new advertiser, to a great extent, the benefit of contracts that have been made mainly on behalf of our old established clients. As our business is confined almost entirely to the advertising of articles of domestic consumption, excluding patent medicines and all advertisements of a doubtful character, the contracts we make, with few exceptions, suit all our advertisers.

"I am not aware that it is a common practice in England to buy space, as you suggest, although it very frequently happens that an agent, who has a fair line of advertising to give out, endeavors, and sometimes succeeds (by putting two or three advertisements together) in getting a cheaper rate for the lot. In our own business we could not do our duty to our clients unless we looked ahead, and, with out clients' approval, made contracts in advance of our immediate requirements."

"What papers are the best and have the largest circulation over there, Mr. Wann, say a representative daily, weekly and monthly publication?"

"Well, that is rather a sweeping question, but since you put it in point of circulation I should answer the daily *Mail*, Lloyd's weekly *News* and *Harmsworth Magazine*; but because they have the largest circulations I would not say that they are the best mediums for all classes of advertising."

"How do you think our advertising rates compare, generally, with those charged in Great Britain?"

"I have no information at hand to give you and on exact particulars as to American rates, but I have had the curiosity to put down, side by side, the prices of our leading magazines and those of America, and I find that circulation for circulation, the cost of advertising in monthlies in the United States is never less than 25 per cent in excess of the cost at home, and rises, in many cases,

to a 50 per cent excess. For example, take the *Strand Magazine* with a circulation of over 300,000. The cost is £50 or \$250 per page; contrast this with your *Cosmopolitan* with, say, a circulation of 330,000 per issue, the cost of which is \$448 per page. There is a heavier serial discount on the *Cosmopolitan*, which has the effect of reducing the price, so that it is, as nearly as possible, 50 per cent higher than the *Strand Magazine*. The same remarks apply in the fashion monthlies, when, say, the English *Weldon's Journals* are compared with your *Delineator*, as well as in the case of our illustrated weeklies, such as the *Illustrated London News*, *Graphic* and similar publications contrasted with your *Harper's Weekly*."

"Do not the British papers restrict you, as well as the advertiser making his contracts direct, in the matter of display—especially in type?"

"That question is founded upon a misconception that seems to exist here in America. It is not the first time it has been put to me. You are referring now to daily papers, which form an integral part of all American advertising—impossible to do without, hence the importance of display in them. In Great Britain, however, until recent years, the daily papers were not by any means an absolute necessity for any successful scheme of advertising, as we had the vast periodical press—which had never restricted display—through which to operate. In recent years, however, the great London and provincial dailies have considerably relaxed their rules in the matter of display, and, as a result, they are getting a good share of the advertising that at one time was issued only to the periodical press. There is now hardly any limit to the display that the dailies will allow—it seems to be entirely a question of what is to be paid for it."

"Do you think that American advertisements are suitable for England, Mr. Wann, and vice versa?"

"Naturally American advertisements have to be toned down

somewhat to suit the English market, in the same way that English advertisements have to be considerably smartened up to suit America."

"As an experienced man, Mr. Wann, what would be your advice to an American manufacturer or merchant seeking the British market for his goods by means of publicity over there?"

"I think he had better make himself acquainted, first of all, with the conditions of the English trade. He ought to send over one of his reliable young men to study the market—without thinking of advertising meantime, and thereafter, when it is determined to go ahead, let that same young man settle down and make a permanent home in England to attend to the selling of the goods. A good many failures have occurred in the past in consequence of these preliminary precautions being neglected, and reliance, instead, placed on information obtained from interested sources or through hurried and hysterical visits to England. Not until these preliminaries are gone through should advertising be started, and the only additional advice that I could give would be to consult us or some other first-class agency."

Asked who he thought was the best and most successful advertiser in Great Britain, Mr. Wann said that he hardly knew, but thought Ogden's Guinea-Gold Cigarettes stood at the head.

"Have you any professional advertisement writers over there?" I asked Mr. Wann. His reply led to an interesting statement.

"Advertisement writing in England is not a business or profession. There are one or two, I believe, but none have been a pronounced success. The best and most successful advertisements are issued by the agencies."

"What influence has the South African war had upon British advertising, Mr. Wann?"

"None whatever! On the contrary, while the advertising of new financial schemes has diminished somewhat, the volume of trade advertising is greater than ever. It is one of the agreeable surprises

in connection with the miserable war that trade advertising has actually gone ahead. At the present time our agency—and probably others—are handling considerably more business than at any other previous time. The circulations of the dailies increased enormously during the first six or eight weeks of the war, but they are probably now all back to the normal."

"I understand that your agency places business in foreign and colonial publications as well as in those published in the British Isles?"

"Oh, yes. The whole of our enormous turnover with papers published in the British colonies is managed direct from headquarters, thus saving the expense of intermediate handling. We have relations of long standing with every first grade paper in Australasia, New Zealand, South Africa, Canada, the West Indies, etc. With the most influential of these publications we have arranged special contracts for space, although, of course, no one publication is 'farmed' or controlled by us, as this is practically impossible when dealing with papers at a long distance. The flow of advertising from Great Britain and the United States is ever on the increase, and even the war in South Africa has not reflected in any material way on the advertising for papers in that country."

"To obtain the most effective advertising we make it a rule to supply 'cuts' to all colonial papers taking blocks, especially where we have the least doubt as to their ability to set up advertisements attractively. Advertising in the British colonies may be said to be positively cheap. Perhaps Canada and Australasia, owing to the distribution of their population over large territories, are the most costly to work. But \$5,000 a year in Australia will go a long way. Rates for the best papers in South Africa and India are extremely moderate, and \$2,500 a year in either of these fertile fields will insure strong publicity."

"We can render the best service to advertisers wishing to

push trade in Germany, France, Switzerland, Italy, Belgium, Holland or Scandinavia. Some of these countries are practically virgin fields, especially for patent medicines and proprietary articles. Quite recently a client gave us an appropriation of \$5,000 to spend in the Scandinavian press, and the result was positively electrical. Good display advertising is quite a revelation to some of these Continental papers, and we follow the same system with regard to the supply of 'blocks' to them as we do with the colonial press, the greatest care being taken to have translations correctly made in the various languages. Although it may seem a roundabout way for American advertising intended for British colonial and foreign papers to be passed through London, yet our American friends have found it to their advantage to pass this class of business through us."

THE WORLD'S FIGHT.

The *Advisor* says it has received many communications of late from readers who say that the *New York World*, since the dry goods announcements have failed to appear in its columns, does not bring proper results to advertisers.

There is no question that the advertisements of the dry goods stores not only materially help, aid and assist the circulations of the various publications in which they appear.

The women are great bargain hunters and the only use the average woman has for a newspaper is to find out whether or not she can buy something at a reduced price at some reputable store. If the bargain announcements do not appear in the paper which the women have been buying they will purchase the papers in which they do appear. Where the dry goods announcements are found one will generally find the leading general advertisements of various kinds. General advertisers find

that the mediums which pay them best are those which the local advertisers patronize most liberally.

The members of the so-called "hog combine" of New York City have remained out of the *New York World* a sufficient length of time to demonstrate satisfactorily to themselves that they can get along without it. The *New York World* has found out that the *Journal* is ready to grab at any business which the *World* allows to get away. The result is that advertisers are independent in this fight. Whether or not the advertisers who are now out of the *World* ever go into its columns again, it nevertheless remains a fact that the *World* is a heavy loser financially on account of its fight with the merchants who belong to the Dry Goods Association.

The deduction to be drawn from this fight, which is only the beginning of harder, longer and stronger ones, is this:

It is the consensus of opinion among the best posted newspaper and advertising men of New York City that the field is not large enough to support two strenuous daily publications of the size and character of the *Journal* and the *World*. One or the other will have to give up the ghost and it certainly will not be the *Journal*.

In the opinion of the *Advisor* it is absolutely ridiculous to expect two large publications like the *World* and *Journal* to prosper in a field that is not too comfortable for one publication of that class. Leading advertisers and newspaper men are of the opinion that Mr. Hearst will before many years be in absolute control of the popular field of journalism in New York City.

WHY NOT A CHRISTMAS BASKET?

A wise idea for a grocer is to make up Thanksgiving baskets and sell for \$1 each. Place in each basket enough raw food for a dinner for four people, including a small turkey or a large turkey, cranberries, celery and other things. Don't worry if you don't make any money on the proposition. It will pave the way to business for a whole year.—*American Advertiser*.

NEVER mind the perspiration—carry a Turkish towel and keep on hustling—*The Advisor*.

Substantially "The Whole Thing."

A CAREFULLY conducted house-to-house canvass, recently made, shows that the WASHINGTON EVENING STAR goes into fifteen thousand homes in that city where no other Washington daily paper is read; and is taken by more than 15,000 other persons in the city, besides. This is double the circulation of any other paper within the city. Through the columns of THE STAR alone practically all the people in Washington can be reached by a simple advertising outlay.

M. LEE STARKE, Representative, { New York, Tribune Bldg
Chicago, Boyce Building

THE "POST'S" CENTENARY.

The New York *Post's* anniversary number, which appeared November 16, was, by many counts, the best of the recent output of such souvenirs. Its matter was written as though the shade of William Cullen Bryant himself had read "copy" for it, while the actual souvenir, a 40-page magazine supplement, was of high artistic and mechanical excellence.

But the *Post* has a rich history to draw upon. A hundred years in New York (and especially such a hundred as those of the past century) ought to yield matter for volumes rather than souvenir supplements. He would be a sorry writer who could not do somewhat with the files of the *Post*.

The paper was founded in 1801, by William Coleman. Alexander Hamilton was one of its financial backers. Coleman's editorial connection ceased in 1829, since when the following editors have guided it: William Cullen Bryant, 1829-1878; Parke Godwin, 1878-1881; Carl Schurz, 1881-1883 Edwin L. Godkin, 1883-1889. Mr. Horace White is the present editor-in-chief.

The *Post* has always been a literary newspaper, and its files show many illustrious contributors and sub-editors. The story of the first half century of its history is reprinted from the issue of Nov. 15, 1851, and is from the pen of Bryant. Besides the author of "Thanatopsis," who was its lion, the *Post* has been identified with many famous names and periods in American literature. It was in the *Post* that Washington Irving advertised his "Knickerbocker History of New York," by methods as advanced as those of any present day publisher. Fitz-Greene Halleck, Joseph Rodman Drake, Walt Whitman, Thomas Moore, Samuel Rogers, Charles B. Brown, first American novelist, Seba Smith, father of American humor, Edgar Allan Poe, Bayard Taylor, "Artemus Ward," Fitz-James O'Brien, Dion Boucicault, J. G. Saxe and Bret Harte are among the foremost of a long list of past contributors.

The souvenir, which has a nota-

bly good cover, contains much local and journalistic history, reminiscences by veteran editors and employees, and some rare engravings of early New York. There is also a fac-simile of the first number.

A feature of the anniversary was a luncheon given to the present management of the paper by the presidents of banks, insurance corporations and other corporations of the city. The *Post* Company also gave a dinner to its two hundred employees at the Hardware Club.

The following, taken from the New York *Sun* of November 16, is also of interest:

Thirty-two years before Benjamin H. Day started the *Sun* in William street, with a ramshackle hand press to pull on, and Barney Flaherty, afterward known as Barney Williams the comedian, as his lone newsboy, the New York evening *Post* was established in Pine street, William Coleman being the editor. Mr. Coleman produced the first number of his newspaper on the afternoon of Nov. 16, 1801.

With a single exception the evening *Post* is the oldest New York daily, and it is one of the oldest in the United States printed uninterruptedly under the same name. It has witnessed the birth of all but one of the daily newspapers now doing business in this metropolis. It has seen hundreds of other daily newspapers born and buried here, their names writ in water. Of its more conspicuous and reputable contemporaries in 1901, the initial dates and present attainments in the way of age are as follows, the date in several cases being that of the establishment of a weekly edition long preceding daily issue:

	Year.	Age.
Commercial Advertiser.....	1797	104
Journal of Commerce.....	1827	74
Courrier des Etats-Unis....	1828	73
Sun	1833	68
Staats-Zeitung	1834	67
Herald	1835	66
Mail and Express (Express) ..	1836	65
Tribune	1841	60
Times	1851	50
World	1860	41
Press	1887	14

The statistics of newspaper duration may be of some sentimental interest, but they are of little real importance. The evening *Post's* hundred years would count just the same as a chronological achievement if they registered a century of stupidity, folly or malevolent and pernicious influence upon public opinion. The significance of the anniversary which it celebrates—in the celebration of which we are glad to join—is due chiefly to the circumstance that it has lived a life highly creditable to its successive generations of makers, and distinctly valuable to the city and the country in which it is published.


Special Issue of Printers' Ink to Distillers

PRESS-DAY, DECEMBER 31

PUBLISHERS of first-class trade and class papers—leading dailies and weeklies, will easily recognize the distinct advantage which this special issue offers.

It is mailed to every *Distiller* in the country for the primary purpose to induce these people to become subscribers to PRINTERS' INK. Wines, liquors and other beverages are advertised on a larger scale than ever before, and, if you have a proposition which will interest these people, you can bring it to their attention in PRINTERS' INK more forcibly and cheaper than through any other channel.

Advertising rates, \$100 per page. Smaller space pro rata. Address orders to

**Press-Day of
Special Issue
to Seed and
Nurserymen
is To-Day** 

PRINTERS' INK,
10 SPRUCE STREET,
NEW YORK

REMARKS ON RATE CARDS.

AKRON, OHIO, Nov. 11, 1901.

Geo. P. Rowell Advertising Company,
New York City:

GENTLEMEN—The bane of every newspaper manager's life is the constant and never-ending bickering that is going on with reference to the rates that shall be paid for what is known as "general" advertising. Where one negotiation for such business is determined in a manner that is mutually satisfactory, a dozen generally remain in the stages of a long-drawn-out and sometimes unamiable discussion.

In order to place itself, if possible, in a position where all this trouble can be avoided, the *Beacon Journal* has determined to ask a courtesy of its advertising agency friends. You all have a thoroughly well-conceived notion of the value of advertising space from your standpoint, and we want your assistance in rearranging our rate—that is, in other words, we want you to tell us what you consider is the value of advertising space, under certain and named conditions. With this information before us, from a variety of sources, we hope to be able to make a rate sheet that will enable us to handle our "general" advertising without an exchange of letters, the postage on which often exceeds the profit in the proposition, to say nothing of the wear and tear on "gray" matter.

We submit on a blank herewith the questions we would like to have answered, with plenty of room for "remarks."

On the basis that the *Beacon Journal's* absolutely guaranteed circulation was 7,503 daily average, for the year ending Sept. 30, 1901, what, in your estimation, should be the price of—

One (1) inch or more, run of paper, one year?

One (1) inch or more, next reading, one year?

One (1) inch or more, top or first fol. and next, one year?

What proportion for E. O. D. insertions?

1,000 or more in. to be used in one year?

750 to 1,000 in. to be used in one year?

500 to 750 in. to be used in one year?

250 to 500 in. to be used in one year?

Less than 250 in. to be used in one year?

Single insertion orders, per inch?

What extra charge for next to reading?

What for top and next or first following and next?

What for still more preferred position?

Business readers, per line?

Remarks.

Trusting you will grant us this little courtesy, which we assure you we shall esteem very highly, we are,

Sincerely yours,

THE BEACON JOURNAL Co.,

By R. T. Dobson, Mgr.

The absolutely guaranteed circulation of the *Beacon Journal* for the issue next previous to the day on which this letter is written, was 7,650.

PRINTERS' INK, in attempting to

deal with the above, will confine itself to the last clause on the list of queries, the one expressed in the word REMARKS, and will proceed as follows:

No rate card was ever satisfactory to any very large number of people. You cannot suit your customers by consulting them, Mr. *Beacon Journal*. If you can suit YOURSELF with a rate card you will do all you can ever hope to.

Make the price what you think it ought to be. If in doubt about which of two figures to adopt, take the lowest one. Don't try to defend your rates, but just stick to them. Take notice of all criticisms, but don't let it be known that you are doing it. If you think after a while that some part of your rate is wrong, change it, but don't call attention to the change, just change it.

Don't tell people that you never cut your rates, but simply don't cut them. When you come to believe that your rates are right, other people will think so, too. If you always act as though you would like to accept an advertisement at any price offered, but simply cannot do it, because you are a slave to your rate card, the advertiser will come in time to believe you and think your paper is worth more than you ask for it.

ILLUSTRATED TESTIMONIAL.



"I WAS GOING DOWN RAPIDLY AND DID NOT EXPECT TO LIVE."

OUT OF THE ORDINARY.

The oft seen line in ads which reads, "Orders solicited by mail or wire," can have a modification in Boston, as a big brewery at the Hub gets orders on the wing, having arranged a carrier pigeon service. Owning a loft of "homers," they furnish a number to a customer on an island in the harbor, who liberates a bird every morning with a message stating how many cases of export to ship by boat.

Since the halftone process of engraving has been used by advertisers, as it truthfully portrays, many futile attempts have been made to "take" a bird's-eye view of large sites, and lately Mr. Geo. A. Lawrence has succeeded in photographing the large Armour abattoirs at Chicago. The negative was taken from a balloon at a height of 500 feet. The picture is of unusual size, and shows every detail of the immense packing plant, it being almost a city in itself with its numerous buildings and extensive stock yards. The negative will now be reproduced in several sizes of halftone plates for advertising purposes.

What is claimed to be one of the largest orders ever given for a single proprietary remedy is a \$16,000 order for Danderine, given by the Ralph P. Hoagland Drug Company, of Boston. The shipment from Chicago will require almost an entire train to transport it. The manufacturers of the hair tonic agree to advertise it throughout New England on a large scale, using the newspapers almost exclusively.

There are not many advertisers who would willingly pay for large space in high price dailies with their name omitted from the ad. But Houghton & Dutton, of Boston, have made such a feature of "Flower day" that in sending the announcement of another one of their bargain day festivals to the papers they purposely run the ad without mentioning their name or location. The omission caused

much talk over the city, but as the firm anticipated, the public found no difficulty in recognizing whose notice it was, and so this ad, figuring in the papers as a nameless waif, brought a more enthusiastic response than usual.

A Buffalo dry goods house took advantage of the many news items running in the papers about how the President's wife economizes in dress by displaying in one of their large show windows a number of stylish suits, frocks and gowns varying in price from \$10 to \$100, and hanging over them a huge steamer, saying, "How Mrs. Roosevelt could dress on \$300 a year."

Lyon & Healy, of Chicago, have adopted a pretty good plan that might be imitated by firms in some other lines. They have got together a collection of old fiddles and with an assortment of new violins they go into a city and hold a levee at one of the leading hotels, exhibiting the ancients and making sales of their new instruments with much success.

A cafe is drawing trade in Chicago by advertising that every table is supplied with a telephone. This latest hello innovation is called a "snap-jack," and is so arranged with yards of flexible wires that the 'phones are movable and a diner may order one served with his meal. Connection is made by simply dropping a dime in a slot in a box underneath the machine, and a conversation can then be had with persons in any part of the city by the patrons of the place without leaving their seat.

DEAN BOWMAN.

QUITE SO.

The merchant who would try to sell a pair of shoes without opening the box in which they came from the factory, would be regarded as a fraud and a trickster, and the newspaper which denies to the advertiser all the information he desires in reference to its circulation must not expect the confidence of its patrons.—*Dayton (O.) News.*

THE advertiser who is blind to his own interests will always recover his sight—after it is too late.—*The Ad-visor.*

"THE BAD ONLY."

In the issue of October 30, on page 37, the Little Schoolmaster reproduced two retail drug ads under the caption the "Good and the Bad." The ads were taken

This ad is superlatively bad. A ridiculous cut accompanied by a harangue and a slur on the professional advertiser, and there is also a veiled reflection on a—presumably—successful

IN BLACK AND WHITE!

We make no boast of superior method and style of advertising our business. Our "ads" are simply home-made statements of facts in BLACK AND WHITE; not ready-made specimens of eloquence purchased of professional "ad" writers, a year's supply in advance.

Ready made "ads," like ready-made clothing, are all right when they conform to the conditions and shape of those who make use of them; BUT THEY DO NOT ALWAYS FIT. We were never before so well-equipped for giving the people the best of service in our line of goods as at present. We have an ample supply of the purest and best quality of Drugs and Chemicals for your prescriptions, skilled pharmacists who will compound them just right, a complete line of goods usually kept in a first-class drug store, and prices below most all other dealers. Can you ask for more?



C. E. Marr,

APOTHECARY.

No. 62 Main St., Farmington.

TELEPHONE CONNECTIONS.

competitor. The space of that ad is wasted and the argument is foolish. It starts in to say: "We make no boast of superior method and style of advertising our business"—an assertion which everybody readily believes. No advertiser—even the veriest novice—would advise the Marr Pharmacy to waste money by such antics.

from the Farmington (Me.) Chronicle.

It's the mission of this paper to

laud, criticise and condemn advertisements, as the case may be. An ad of unusual excellence will be reproduced as well as ads which are conspicuously bad. Both are done for the purpose of serving the readers of PRINTERS' INK, who are generally intelligent enough to understand that no personal harm is ever intended. The "bad" ad referred to is here again reproduced, together with the original comments made relative to it.

The following letter from the Art League, 298 Broadway, New York, who had supplied the cut with the original reading matter to the Marr Pharmacy, is of interest.

THE ART LEAGUE, 298 Broadway.
Original Cuts and Advertising Matter.
NEW YORK, NOV. 7, 1901.

Editor of PRINTERS' INK:

We notice your criticism of drug advertisement in October 30 issue, on page 37. Syndicate advertising matter is generally so much better than this man's effort that we are glad to see Mr. Marr's ad criticised. We agree with you perfectly as to a part of his advertisement, but if he had used the reading matter which was furnished to him with the cut, we think you would have considered it a much better advertisement. You say that the cut is ridiculous, and in one sense perhaps this is true, but we think the cut is a fairly good one for attracting the eye to a drug advertisement. In using illustrated advertisements it is sometimes a very delicate question how odd they should be in order to attract the necessary attention. In some lines of retail business we think the odd or grotesque illustrations will attract the trade desired, while, of course, in other retail lines it is not advisable to use anything but good drawing and illustrations which will not offend the most particular.

Yours very truly,

THE ART LEAGUE.

Another communication in regard to that advertisement was received by the editor and publisher of the Farmington (Me.) Chronicle, in which the ad appeared. The Little Schoolmaster has frequently in the past lauded that paper for the many excellently written and displayed ads it generally carries in every issue.

STUDY the successful examples. Examine the methods of your rivals. In this age, it's impossible for one man to know it all.

SOME non-advertised goods may be superior to some of those of publicity fame, but it's goodness that does nobody much good.

PHILADELPHIA NOTES.

By John H. Sinberg.

A window display of great interest is that of J. E. Caldwell & Company, jewelers, 902 Chestnut street. Here are to be seen, arranged in artistic carelessness, a profusion of huge elephant tusks in their natural state, and numerous pieces of exquisitely carved bric-a-brac of highly polished ivory. There is an abundance of diminutive elephants of black ivory; beautiful white ivory tusks in miniature, with delicate gold trimmings; tiny ivory animals; fac-simile reproductions—to the minutest of details—of chairs, tables, sofas and other pieces, all bearing marks of artistic skill and each piece being the handiwork of an expert. This display is particularly rich and interesting from a connoisseur's standpoint, and is proving a great attraction to shoppers and promenaders.

Gimbel Brothers, 9th and Market streets, are drawing large crowds by their piano and song recitals held on the seventh floor, and on these occasions lovers of music generally and professional musicians are to be seen among those regularly in attendance. The programmes are of as high a character as any concert. The last recital opened with Wagner's "Sinning Chorus," sung by the New Century Female Quartette. There were vocal and instrumental selections, including such composers as Greig, Mendelssohn, Liszt, Blumenthal, Gilchrist and Sullivan.

The usual Friday evening Aeolian recitals have also been resumed by C. J. Heppe & Company, the piano dealers, 1117 Chestnut street. These "musical treats" are considered legitimate news by the Philadelphia newspapers, who usually devote space varying in size from a stick to a quarter of a column to them.

One of the latest additions to the Philadelphia libraries was inaugurated recently by N. Snellenburg & Company, 12th and Market streets. Its principal object is to supply all the popular copyrighted books at the least possible cost. Any of these volumes may

be read at five cents per week, and the arrangement by which the book can be taken out and retained for a certain length of time is very simple. The reader merely leaves the price of the book as a deposit, and when the book is returned the money is refunded, less five cents per week for the use of it. This is the first time that anything of this kind has been undertaken, and, as it gives book lovers an opportunity to secure any book they may desire without waiting, Snellenburg's new feature has caught on. It is safe to assert that many of the holders of "library" privileges will sooner or later be converted into regular patrons of the other departments of the Snellenburg store.

Almost all the Philadelphia dailies are striving to increase their present volume of classified advertising, and the small advertisements—styled "classified advertising boomers"—furnish some interesting reading. Here are some of the more recent samples:

The Record:

Are you in want of employment? The rate for "Situations Wanted" in the Sunday *Record* is but 1/2c. a word. Try an advertisement this Sunday. Largest circulation in the Quaker City. Leave your advertisement at any telegraph office or any of our 300 drug store agencies.

The Press:

Seventy-four want help to-day.

The Bulletin:

Education will benefit you but little unless you can find a market for your knowledge. The best way to do that is to use the help wanted columns of the *Bulletin*.

The North American:

Are you employed? There is no excuse for remaining idle. Find a field of usefulness and independence. Offer your experience and service in the "Situations Wanted" columns of the *North American*. If you are employed and desire increased responsibilities and remuneration, better your business prospects by making your wants known in the *North American*. 1/2c. a word, daily and Sunday.

Another card in the *North American*, inserted with a view to benefit the real estate columns, reads:

Neatly printed window cards in two colors have been prepared and will be forwarded free to those having "Rooms for Rent" or "Boarding." A postal card addressed to the Classified Advertisement Department stating the kind

of card desired will receive prompt attention.

This is rather a novel scheme, and should prove beneficial—to those who want placards, at least.

M. Zineman & Brothers, 1006 Market street, the opticians of "Oh, Say Can You See?" catch-line fame, and who are regular newspaper advertisers, were recently awarded one of the quaintest orders since their establishment. Phillips Lee Goldsmith, chairman of the Republican State Central Committee of Maryland, has placed with this firm an order for 5,000 spectacles, to be used in the dimly-lighted election booths in the State of Maryland. This is the only instance of its kind when spectacles have been utilized by a campaign committee in order to assist the voter in an election booth, and almost every newspaper in the city made mention of the fact in its news columns, using freely the advertiser's name and his business address. Another instance of advertising matter with enough news features in it to compel its gratuitous publication.

NEW ENGLAND.

A REGION OF DENSE POPULATION
AND GREAT WEALTH.



The man who will use no more than \$10,000 a year for advertising in New England can spend his money to better advantage by confining his investment to the newspapers enumerated below, putting a bold announcement in each for almost every day. Such an investment will not give a very big advertisement every day in all of these papers, but it will secure quite a respectable showing. Boston will absorb a heavy percentage of the outlay, and will at the same time give best returns in proportion to cost.

Bangor, Me.....Commercial
Lewiston.....Commercial, w'kly
Journal

Portland.....	Express
	Argus
	Press
Manchester, N. H.....	Union
Burlington, Vt.....	News
Boston, Mass.....	Globe
	Herald
	Transcript
Lowell, Mass.....	Sun
Lynn.....	Item
New Bedford.....	Standard
Salem.....	News
Springfield.....	Republican
	Union
Worcester.....	Telegram
Providence.....	Bulletin
	Journal
Bridgeport, C. H.....	Post
Hartford.....	Times
New Haven.....	Register
	Union

NOTE: Suggestions are invited as to how this list may be improved without increasing the number of papers. Address Editor of PRINTERS' INK.

THE ADVERTISING ARTIST.

Good art costs so little more than bad that it is false economy to employ a third-rate man to produce your drawings, when, for an extra guinea, you may secure the services of a first-class one; and, having found your man, don't dictate to him on questions of art. He will have these at his fingers' ends, if he be competent, and you will only need to tell him what to represent and what special points to bring out and emphasize. If he be incompetent, instead of trying to correct his bad art, throw him over and secure the services of another and better qualified man.—*Progressive Advertising (London).*

Why A Young Man Interested In Advertising Should Read Printers' Ink.

For the same reason he should study a text-book when entering college.

To get the basic, the most scientific knowledge of any subject, the ablest, most thought-stimulating text-book must be used. Just so with the study of advertising.

Knowledge is the one great requisite for success in any business. To get a well-rounded knowledge of advertising is impossible without a close reading of PRINTERS' INK.

It covers its own chosen field as no other paper does. In point of excellence, influence and practical value to students of advertising, it has no equal. The most widely read publication of its class; the ablest exponent and promoter of high-class advertising in America.

Published every Wednesday. \$5 per year. Sample copies ten cents. Address the publishers,

GEO. P. ROWELL & CO.,
10 Spruce Street, New York.

Written by W. T. PARKS, Nashville, Tenn.

ADVERTISING THAT INSULTS.

One would think that, in these days of keen competition in business of all kinds, the average advertiser would try to seek the good-will and favor of the reader and not attempt to insult him. But the desire to be funny at the expense of the public often gets the better of the advertiser and leads him into committing grave errors.

Sometimes it is not an undue appreciation of the humorous, but positive and painful ignorance that is responsible for these bad breaks, and these, of course, emanating from lack of knowledge, are more forgivable than the other kind. But they make pretty bad advertising, just the same.

A little slip is sent out by the Kern Incandescent Gas Light Company, that may be said to be a case in point. It is sent by mail under a one-cent stamp, and there is no fault to find with the slip itself, but on the envelope, just above the written address, are the printed words in bold letters:

NOTICE.

GAS BILL WITHIN!

That it looks like a "gentle reminder" about his indebtedness to the gas company is obvious, and that, when the envelope is opened, it makes the recipient an enemy of the Kern Incandescent Gas Light Company is equally certain. What kind of a brain this brilliantly incandescent idea occurred to it is impossible to say, but it was not distinguished for its knowledge of human nature.

The other day I was walking on Market street, Newark, when a sandwich man who was carrying the boards of a local theater handed me a dodger in folder shape. On the outside I read:

"If You Are Not a Chump You Will Read This."

Instinctively I dropped the folder to the sidewalk, preferring to be classed with the chumps rather than be insulted.

I saw a leaflet some winters ago in Chicago. It was from a noted cafe in the theatrical district, and at the bottom of the page was this sentence:

"After the show, bring your

wife or sweetheart—or whoever's wife or sweetheart you may have with you—here for supper."

Possibly that insinuation drew some trade from the sporting classes, but I should imagine it would be an effectual barrier against the patronage of respectable people.

One of the first principles of successful salesmanship is to make a friend of a possible buyer—to insult him would be ridiculous. And yet this is precisely what a good many advertisers have done and are doing. Competition is now so great that it behooves each advertiser to study how he can best draw the public toward him—not repulse them. But one can scarcely pick up a paper, or travel in a street car, that he does not find evidences of the pert "freshness" of that "flip," familiar style which some of the so-called experts consider "bright and snappy." The difference between pleasant humor and blunt vulgarity is very wide, but some of our writers of advertising frequently mistake one for the other.

JOHN G. GRAHAM.

MAGIC MANUFACTURING COMPANY.

ANN ARBOR, Mich., U. S. A.,
Nov. 12th, 1901.

GEO. P. ROWELL & Co.,
Publishers PRINTERS' INK.

We mail you under separate cover a bottle of our Shoe Enamel. This is not a dressing but an *enamel* that produces a patent leather finish and lasts as long as the shoe. Stir every particle from bottom and shake hard. Apply all the leather will absorb and until you get a patent leather finish. Let dry 36 hours in a warm place. *That's all!*

We might say that since we last wrote you our sales from two "ads," costing \$2.25, have brought us \$4,680, and placed agencies in N. and S. Dakota, Cal., Ohio, Pa. and Can.

PRINTERS' INK beats any paper published for results as far as our experience goes.

Yours truly,
MAGIC MFG. CO., Thos. J. Rice.

[NOTES.]

MR. PAUL BLOCK has been reappointed representative of the Philadelphia *Times*, with office in the Vanderbilt Building, New York City.

THE advertising literature of Geo. E. Marshall, 103 State street, Chicago, dealer in jewelry on the installment plan, is well written and attractively printed.

THE mail order business is growing to vast dimensions in Great Britain, and the advertisers of these businesses are now in the majority in English publications.

M. LEE STARK, Tribune Building, New York, has been appointed general representative of the advertising department of the Newark (N. J.) evening *News*.

A RECENT order of the court in Rochester, N. Y., directs the dissolution of the Advertising Index Company of that city. The assets are said to consist largely of uncollected accounts.

A WILLIAMSBURG coal merchant is using a large colored poster showing a necklace made of bright pieces of coal, and the caption reads: "Our Black Diamonds Are Always Fashionable."

THE Pantan & White mail order department, Big Glass Block, Duluth, Minn., has issued a handsome and comprehensive catalogue for 1901-1902, which ought to make shopping by mail easy.

THE *Catholic News*, 5 Barclay street, New York, asserts a paid and guaranteed weekly circulation of 100,000 copies. The American Newspaper Directory lists the publication with the letter B.

THE booklets and bulletins of the Kellogg Switchboard and Supply Company, Chicago, are specimens of the printer's art. The matter pertaining to the fine halftone cuts is practical and instructive.

AMONG the railroads which use mailing cards that are very attractive are the Burlington route and the Southern Pacific Company. The former's latest card treats on the "Cafe Parlor Car on the Fast Mail."

MISS A. B. BARNES, 140 Boylston street, Boston, the advertising representative of *Home Needlework Magazine*, a quarterly publication, sends out to advertisers a very attractive folder stating rates, etc.

FRANK A. MUNSEY has purchased the Washington *Times* and already taken possession of the property. The consideration is said to have been in the vicinity of \$250,000. The sale was negotiated by C. M. Palmer.

FORTY extra clerks were needed to handle the election mail in the New York postoffice. The number of pieces handled November 4 exceeded the highest previous record by 3,000,000. The stamp sales for October were \$1,064,385.51.

"ANNETTE," the romance of a glove,

is a neat and entertaining booklet, 3 1/4 x 5 inches in size, published by Edward C. Poage, 34 W. 4th street, Cincinnati, O. It cleverly mixes story and advertising, and ought to prove effective as a business bringer.

SIR GEORGE NEWNES, of London, claims that he uses forty tons of paper for a single edition of *Tit-Bits*, his weekly periodical. As the average copy weighs two ounces, this would indicate a circulation of over 700,000, deducting possible "spoils."

IN their most recent advertising, and to counteract the effect of their purchase by the American Tobacco Company, Ogden's, Limited, the great English cigarette concern, lay particular stress on the fact that the cigarettes are made in England and form a great "home" industry.

THE Volks-Zeitung Printing and Publishing Company, St. Paul, Minn., sends to advertisers a booklet of interesting facts about the percentage of the German element it reaches. The booklet is well printed and illustrated with halftones made from photographs taken in the daily *Volks-Zeitung* offices.

THE holiday book edition of the New York *Times* "Saturday Review" will be issued Dec. 7, 1901. There is in preparation a list of the best one hundred books chosen from the year's literature adapted to purchase in the holiday season. These books will be classified and there will be semi-critical notices.

THE bank statement of the Fifth Avenue Bank of New York, Fifth avenue at 44th street, is a departure from the usual unattractively printed documents. It is elaborately printed on a folder of rough-edged handpaper. The front cover is adorned with an outline cut of the bank building. The printing is in brown and black.

THE contrast between the New York waterfront in 1801 and in 1901 is shown in the pictures on the cover of the New York evening *Post*'s centennial supplement, a work full of interesting reading well illustrated and finely printed. No less striking is the contrast between the *Post* of to-day and the smudgy first issue, of which a faithful reproduction has been made.

MANY and ingenious have been the attempts to utilize the telephone for advertising. In the early days it occurred to more than one firm that it would be an excellent idea to ring up people all day long at random, and advise them as to the merits of the particular article or articles the firm dealt in. Complaints from irate subscribers, however, soon compelled the companies to put a stop to this particular form of enterprise.—*Pearson's Weekly*.

A REPORT that Mrs. Roosevelt had said she "dressed on three hundred dollars a year" caused much interest, some applause, and a good deal of pain and anger—the last sensations arising in the breasts of fashionable dressmakers. The White House was deluged with letters, some asking how the feat could be accomplished and a few, we suppose, in

quairing as to the ways of getting three hundred dollars to dress on. The Lady of the White House stilled the tumult by saying she had never made the remark.—*Collier's Weekly*.

"The Story of Texas," edited by C. W. Raines, the State Librarian, and magnificently illustrated, is the most prominent feature of the Christmas number of *Pearson's Magazine*. The dramatic story of the "Lone Star" State, its immense size, being larger indeed than either Germany or France, and the big scale of its industries, invest the subject with a peculiar interest. The article is well worth reading, nor can there be found elsewhere concise histories of the individual commonwealths of the Union as they are appearing in the "Story of the States" series in *Pearson's Magazine*.

The "Four-Track News" is an addition to New York Central Railroad literature. It is a neat, illustrated pamphlet, published under the direction of George H. Daniels, general passenger agent. The "Four Track News" will be published monthly, and will contain timely notes of travel, interesting information relating to transportation and its development and brief notes on books of travel. An interesting item in the little book is the account of the growth of the New York Central lines from 1831 to the present time. Copies of the "Four-Track News" may be obtained from Mr. Daniels' office by sending a two-cent stamp.

CAHN, WAMPOLD & COMPANY, Chicago, send out the first number of their "Gist-of-Things" library, a series of tiny volumes intended for retail clothiers. The initial number is entitled "Warranted Clothing," and deals in the main with the firm's propositions to retailers. Later issues are to be of a more general character, containing advertising phrases, odd information about clothes reprinted from the firm's house organ, *Chat*, and other matter that will help retailers to form an advertising and a clothes philosophy of their own. As is usual with printed matter coming from this house, the volume is in excellent taste, both as regards contents and mechanical execution.

The contempt proceedings instituted by Judge Haney of Chicago, against William R. Hearst, principal stockholder of the *Chicago American*, and several employees of that paper, the details of which appeared in last week's issue, took another turn when the case came up in court. Judge Haney handed down a decision discharging S. S. Carvalho, general manager, and J. P. Hammond, and ordered that Andrew M. Lawrence, managing editor, be confined for forty days in the county jail, and that H. F. Canfield, the writer of the article complained of, serve thirty days' sentence in the same institution. As soon as the sentence was passed the attorneys representing the *American* got out a writ of habeas corpus which acted as a stay of proceedings, and the case will be fought to a finish. Judge Haney announced that the case against Mr. Hearst, Homer Davenport and

Clare Briggs, artists, would be allowed to stand until such time as the sheriff could produce them in court.—*Fourth Estate*.

IT IS A MODEL.

NEW YORK, Nov. 19, 1901.

Editor of PRINTERS' INK:

In looking over the September issue of the American Newspaper Directory for 1901 my eye rested upon the catalogue description of the New Haven paper here attached:

YALE ALUMNI WEEKLY; Wednesdays (monthly during July, August and September); collegiate; eight to twenty-eight pages 10x15; subscription \$2; established 1891; Lewis S. Welch, editor and publisher.

Circulation: Actual average for a year ending with June, 1896, 2,995; for a year ending with July 13, 1897, 3,511; for a year ending with July 12, 1898, 4,105; for a year ending with August, 1899, 4,837; for a year ending with August, 1900, 5,446; for a year ending with August, 1901, 5,176.

Publisher's announcement.—The YALE ALUMNI WEEKLY goes wherever Yale men are. There is not a better paper read or read by better people.

I was impressed that such a circulation statement argued good business methods, and was a proof that good methods produced desirable results. I also noted that in the "Publisher's Announcement," which is shown to be the advertisement of the paper, the publisher succeeds in telling in few words, and consequently at small expense, just the sort of story that would interest and convince an advertiser interested in a college paper.

ALUMNUS.

THE DEVIL'S DUES.

LAUGHLIN MANUFACTURING COMPANY. Manufacturers of the Laughlin New Departure Fountain Pen. DETROIT, Mich., Nov. 18, 1901.

Editor of PRINTERS' INK:

We notice in a recent article in *PRINTERS' INK* you pay your respects to us by criticising one of our advertisements. The advertisement you refer to has proven itself a good business puller, and for that reason will stand for the present. As far as criticising our advertisements is concerned, that is all right, fire away, but in referring to us as a "little fellow" in the advertising world, we believe you underestimated our importance. We notice that because the *New York Press* requested the devil to take a copy of the American Newspaper Directory you devote two full pages to show why the devil should not do so. We do not expect you to use two pages to correct the wrong impression you have given about our size, but we do feel that you will rate us up properly when you have the facts in the case. We do not claim to be quite as extensive advertisers as Sapolio or the Royal Baking Powder people, but we do claim to have advertised more during the past twelve months than all other fountain pen manufacturers in the United States combined. We inclose herewith a partial list of over 1,000 mediums we have used.

Come, now, give the devil his dues.

Yours truly,

LAUGHLIN MANUFACTURING CO.,
By J. W. Laughlin.

SAVED \$2,500.

One Missouri farmer gives testimony to the value of rural free delivery. He is a cattleman, and markets several hundred steers every winter. One day he rounded up his herd, and was on his way with it to the city when he met the rural carrier bringing the daily paper. The farmer turned at once to the market quotations, and he found that there was a big slump in the cattle market, due to a glut of steers that had been suddenly thrown on the market. Prices had slumped completely. The farmer accordingly turned back with his herd, and he waited for several days until the market recovered before shipping his cattle. He saved just \$2,500 through the delivery of his mail to him by the rural carrier. That is merely one instance of the advantages that are constantly coming to every farmer who receives his daily paper from the hands of the carrier. Every farmer whom we have interviewed who enjoys the service is an enthusiastic supporter of the free rural delivery system.—*Farm, Field and Fireside.*

THE FRENCH POSTER TAX.

The French definition of a poster—that is, the legal definition—states that it is a written, printed or painted placard that is exhibited on a wall, boarding or other public place in order to spread information of any kind. Whether printed or written, all posters must bear a stamp, save for governmental or administrative publications whose contents are for public and not private interests.

The stamp tax is fixed, plus 2 decimes, at 5 centimes for a sheet measuring $12\frac{1}{2}$ decimeters square (49 1-5 in. square); 10 centimes above $12\frac{1}{2}$ decimeters square and up to 25 decimeters square (98 2-5 in. square); 15 centimes above 25 and up to 50 square decimeters (196 4-5 in. square); 20 centimes above this. This maximus is always obligatory if the poster contains several distinct advertisements, and is doubled when it has more than five advertisements. The revenue in 1899 was about \$710,000.—*Popular Science.*

DON'T EXPECT TOO MUCH.

Why is it that new advertisers always think they'll have to hire a special vault to keep money in, just as soon as their announcement appears? Notwithstanding the well-known fact that all newspaper solicitors invariably tell them that it's only the persistent advertiser who gathers in the dollars. At least, so we have been told. Of course, they hear of so-and-so spending a thousand a day and getting in two thousand for it, but they seem never to take time to think that for many weary months the money probably went the other way. It has been demonstrated that advertising pays, and pays big, but it is like everything else: persistence, intelligence and work and persistence, and persistence are what must enter into any successful advertising campaign. Just remember this when you get ready to advertise; and if you are not willing to stick to it, don't begin.—*Practical Advertising.*

SECOND CLASS MATTER.

Some time ago the *Editor* sounded a warning note concerning the matter of giving clerks in the postoffice department too much leeway in deciding what is or is not entitled to second class rates. The *Challenge*, edited by H. Gaylord Wiltshire, has been denied second class privileges on what seems to be a most flimsy pretext. It is true that it is the personal organ of its editor and makes no pretense of being a newspaper. It is confined to comments on political and social topics, to letters and to advertisements. It is as much entitled to second class privileges as *Harper's Weekly* or the *Youth's Companion*. But an understrapper in the "P. O. D." opines that he is the sole judge of what shall be admitted to the second class. Perhaps he is, but if so, then God save the newspapers! The *Editor* is heartily in favor of reforming postal abuses, but it wants the reforms brought about by law and not attempted by postoffice clerks.—*The Western Editor, Omaha, Neb.*

"SUFFICIENT TO THE DAY IS THE EVIL."

Quick returns can never be great returns. The public, especially the American public, has a healthy curiosity, and is willing to pay a little something to find out about new things. But at the same time it regards this indulgence of curiosity as one of the luxuries of life—not a necessity—and when hard times come, it is promptly cut off. It is not a thing to depend upon, year in and year out. Yet it is from this surface curiosity that a large proportion of the "quick returns" come, whereby the heart of the advertiser is uplifted. It requires faith and courage and good judgment to advertise for the future in this way, and a reasonably well-equipped commissary department to boot; but it pays. It pays in business as well as elsewhere to be large-minded.—*Fame.*

CATCH-LINE ILLUSTRATED.



"NOT MADE BY A TRUST."

WHAT HE SHOULD KNOW.

Long ago the tendency to split up a business into specialties was apparent in advertising. The man who writes copy and suggests designs may be a graduate of the editorial department of a newspaper. Men of this class know little of business, and are almost proud of their ignorance.

The plausible and persistent solicitor, in too many cases, does not consider writing advertisements to be in his line. He leaves that to "literary fellers."

There is nothing occult about the composition of an advertisement. You need a little knowledge of the subject, a little creative power, a little skill in the marshaling of words. Of course, the more knowledge, the more power and the more skill you have, the better. A solicitor of good education and reasonable self-reliance should be able, after a fair amount of practice, to write very respectable advertisements.

The advantage of this accomplishment is plain. Too much should not be demanded of the advertiser's imagination. Concrete things appeal to him more than persuasions and promises do. A good-looking advertisement is therefore a powerful ally in a campaign to secure business.

Advertising is one of the most fascinating studies in the world—fascinating by the very reason of its eternal uncertainties. The more one studies it in the right spirit the less is he content with a one-sided knowledge or with proficiency in only one branch of it.—*National Advertiser.*

EXTENDING ONE'S VOCABULARY.

Somebody has said that the best way to get a complete knowledge of English is to study Greek and Latin. It is true that such study gives one information about the fundamental meaning of many words that cannot be so well acquired in any other way. Those who have no time to study the dead languages, however, can do much toward extending their stock of words by constant reference while reading or writing to three books.

These are, first, a dictionary; second, Roget's Thesaurus of Words and Phrases; and, third, a good book of synonyms. The dictionary should not be too large. Webster's International is plenty big enough, perhaps too big for constant handy use. A large abridged dictionary will answer most questions and may be kept on the desk for easy reference. Roget's "Thesaurus" is invaluable, because it gives all the words and phrases that are available to express a given idea, while the book of synonyms should be studied in connection with it to get at the varying shades of meaning that different words express.

Having these three books at hand, never pass a new word without making a study of it with them. If you use them diligently, you will find your vocabulary growing wider every day.—*The Writer, Boston, Mass.*

Any good article and an advertisement in a good publication will produce mail orders.—*The Advertiser.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 INCH paper cutter, good condition, cheap for cash. C. LOWATER, Spring Valley, Wis.

CAPABLE editor, mgr., writer, advtr., wants position. Might buy. "RELIABLE" P. Ink.

PRINTER WANTED—Give references and inclose stamps to write same. Box 119 A, Coral, Mich.

NEW YORK trade weekly requires press work done by high-grade office. Address "ESTABLISHED," care of Printers' Ink.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

EXPERIENCED advertising and subscription solicitor wanted at Rochester, N. Y., Cincinnati, O., and other large cities for *SHOE AND LEATHER FACTS*, Philadelphia, on liberal commission basis.

WANTED—An advertising man of experience to take complete charge of the advertising department of a large manufacturing concern. Must have best of references. An excellent opportunity. Address "F. W. A.," Printers' Ink.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; or other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

WORKING INTEREST WANTED—Party having fine printing plant with plenty of extra room, power and help, will combine with some one having promising publication or good copyrighted article in printing line. Address BOX 200, MONROE, MICH.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.

WANTED—By a hustling young man, 27 years of age, position as bookkeeper, cashier, or circulation manager.

For 5 years was secretary and treasurer of company capitalised at \$100,000, publishing morning daily in city of 150,000 inhabitants. Company failed and I am looking for a position. Know the workings of a newspaper office from beginning to end.

Can furnish gilt edge references as to character, ability and integrity. Address "CASHIER," Box 332, Ottawa, Ohio.

MAILING MACHINES.

THE MYERS MAILER, price, \$10; P. O. Box 449, Philadelphia.

TO LET.

TO LET—Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to GEO. P. ROWELL & CO., owners, on the premises.

SPECIAL REPRESENTATIVES.

L A COSTE and **MAXWELL**, 33 Park Row, New York, telephone 3293 Cortlandt, special representatives for leading daily newspapers.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. **THE GEORGIA MARBLE FINISHING WORKS**, Canton, Ga.

NEWSPAPER BROKER.

NEWSPAPER BROKER—A. H. Smith, Earlville, Ill., serves sellers and buyers in a satisfactory manner. See list in *PRINTERS' INK*, Oct. 30. Correspondence invited.

ADVERTISING MEDIA

THE GOLFER, Boston. Oldest golf publication in America.

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THE GOLFER, Boston. Oldest golf publication in America.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

To reach mail-order buyers at 10c. line, use **AGENTS' GUIDE**, Wilmington, Del.

1,800 WEEKLY GUARANTEED. Rates 10c. in. Nat. CHRONICLE, Princeton, Ky.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

40 WORDS, 5 times, 35 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 7,300.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

MODERN MEXICO, 116 Nassau St., New York. Monthly; illustrated; the medium for Mexican trade and investments.

PHOTO-STRAWS. The best 50c. photographic magazine. Reaches 3,000 amateurs monthly. Sample copy on application. 115-17 Nassau St., New York.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEEKS & CHAPMAN**, publishers, Vian, I. T.

81 PAYS for ten years' subscription to the best poultry, pigeon and hare paper out. Money refunded if not satisfied. Sample free. **THE POULTRY ITEM**, Fricks, Pa.

WHO will dispute my statement! The Marion, Ohio, **DAILY STAR** is best paper in its class in America. Circulation 3,300. Write **F. E. POWERS**, Adv. Mgr.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

THE FLORIDA FIRE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

KEY WEST FLORIDA. Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 3 fol. pages. Only 9 miles from Havana, Cuba. J. T. Ball, Mgr.

PEOPLE who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

THE PULASKI (N. Y.) DEMOCRAT, est'd 1885; Republican; published every Wednesday morning; eight pages, seven columns to the page; length of columns, 22 inches; subscription \$1.50. Inquiries for rates promptly honored. **BYRON G. SEAMANS**, editor and publisher.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

AFIDAVIT—I, F. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,400. F. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 15th.

THE ILLUSTRATED WEEKLY, Denver, Colorado. Sworn circulation 25,000 copies weekly average, all paid. The great mail order weekly. We spend thousands of dollars ourselves in advertising. Rates: Display, 5c. line, \$1 inch, readers 10c. line. No discount for time or space. Twelfth year, 8 pages, 56 columns weekly. Send us a trial ad. Stamps taken.

DODGE COUNTY, Minnesota, rich dairy and agricultural region; population, 14,000; only 13 townships; 6 banks; where most of the farmers have money. The **DODGE COUNTY REPUBLICAN**, Kasson, Minn., covers this territory thoroughly. Established 1867. All home print. The best equipped country printer in the state, exclusively devoting its new brick building 42x60, to its increasing business. The **REPUBLICAN** reaches the people; 1,500 circulation, and five other papers in the county.

EXCHANGE.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. **THE ROSTRUM**, Lancaster, Pa.

EXCHANGE what you don't want for something you do. If you have a small order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

BUSINESS OPPORTUNITIES.

INTERESTED in goats? Learn about them as money makers. Read the **AMERICAN GOAT BREEDER**, published monthly. Room M. 147 Fifth Ave., Chicago. 30 cents a copy.

A LIST of Real Estate Investments that are increasing in value at the rate of 30 per cent a year free for your business card. F. W. DECKER, L. Box 235, Atlantic City, N. J.

MAGAZINE Publishing Business. Cheap on account of death of owner. One of best in country aside from biggest. Good paid circulation and advertising. Effective organization, if desired, \$5.00; possibly less if taken quickly. Give references about yourself. **EMERSON P. HARRIS**, 233 Broadway, N. Y.

PRINTERS.

1,000 RESTORED postal cards, \$10.25; 5,000, \$50.50, including printing. Get a free sample. **FINK & SON**, Printers, 4th & Chestnut, Philadelphia.

ENVELOPES—250, 50c.; 500, \$1.15; 1,000, \$1.65. Noteheads same price. Free samples of envelopes and other stationery. **VEEN BLAKELY**, Commercial Printer, Girard, Pa.

PRINTERS—Publish a shop journal. We supply the copy. Write on business stationery. **THE PUBLIC EYE**, Madison, Wis.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out: f the crowd too. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

BOOKS.

READY-MADE ADVERTISEMENTS. Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the *Cassell's* handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar. — *Cassell's Cassell's*.

The book will be sent to any address upon receipt of one dollar. GEO. P. ROWELL & CO., 10 Spruce St., New York.

FOR SALE.

LOT of fine old woodcuts. Excellent workmanship. F. C. BRYANT, 239 Fifth Ave., New York.

FOR SALE—Cheap, one Bullock press in first-class condition. Can be seen operating daily in the CITIZEN office, Columbus, Ohio.

ELECTRIC motor for sale. 20-horse power, 220 volt Niagara motor, in first class condition. Will be sold at a bargain. UNION PRINTING CO., 15 Vandewater St., New York.

FOR SALE. A first-class up-to-date newspaper and job plant in a prosperous part of Michigan. Satisfactory reasons for selling. Address, if you mean business, "NEWSPAPER," care Printers' Ink.

INDEPENDENT weekly newspaper, with job office, in the best town in West Virginia. For sale cheap. A paying plant. Owner has other business. A great bargain. Investigate quick. Address COUNTY MAIL AND ADVERTISER, Clarksburg W. Va.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, our insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

TEACHERS' Names and Addresses—30,000 active common school teachers in Michigan, Indiana, Pennsylvania, Illinois, Kansas, Missouri, Iowa and Wisconsin, collected by us since Oct. 1st, this year. Will loan original list for copying in part or its entirety at \$1 per thousand names. Teachers employed in towns exceeding 1,000 population are excluded in this list. H. F. WENDELL & CO., Leipsic, O.

ADVERTISEMENT CONSTRUCTORS.

EDWIN S. KARNS, writer and promoter of profitable advertising, A 571 E. 43d St., Chicago.

"JACK THE JINGLER'S" best of fads is writing rhyming business ads. Of pith and point, for every use. His New York address is 10 Spruce.

NOTICE—8 years' successful advertisement writing qualifies me to advertise one's business profitably. Specimen ads, 3 for \$1. E. W. VOORHEES, Box 1414, New Haven, Conn.

W. M. WOODHOUSE, JR., Trenton, N. J., writes store papers.

COPY for short circular, \$2, cash with order. JED SCARBORO, 557a Halsey St., Brooklyn.

PRINTED TALK is cheap, but if the ad don't pay, it's pretty costly. Better have it written by one who will make it profitable. AD- WRITER HOFFMAN, Lock Box 997, Philadelphia.

LAUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON Advertising Writers and Agents, Woman's Temple, Chicago.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Send prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

WE make a specialty of writing, designing, illustrating and printing distinctive booklets, folders, mailing cards, car cards, etc. We have the best writers and artists, that only can procure in our employ. We submit specimens on request—provided the request is on stationery with a business heading. L. H. SLAWSON & CO. [Successors to Slawson & Graham], Transit Bldg., New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

OF course "hearsay" helps me somewhat, but samples of my actual work enable their recipients to "size me up" accurately. I seek opportunities to mail such samples to interested correspondents for the simple reason that most of my best clients have been so gained. I make Catalogues, Price Lists, Booklets, Circulars, Folders, Mailing Slips and Cards, Newspaper and Trade Journal Advs., and my "doings" are very apt to be unlike other people's. Sending for my samples will cost you nothing and commit you to nothing. Postal cards will not be noticed. FRANCIS I. MAULE, 402 Sanson St., Philada.

"THAT TIRED FEELING" comes over advertisers who run out of ideas. A letter from me may give you a fresh start. I've been writing ads for ten years. SMITH, Box 1990, N.Y. TO MAIL-ORDER MEN—Send sample of your ad and see if I can shorten it or improve it. I write short ads that pull, and furnish plates. SMITH, Box 1990, N.Y.

There are times when an advertiser runs out of ideas. He wants a suggestion to start him on the right track. I am ready to assist advertisers with suggestions. I can get a lot into a small space, because I know how to write small ads with a pull. SMITH, Box 1990, N.Y.

Before you put an article on the market suppose you write to me. I'll put you on the track so that you can run yourself. I make a specialty of mail order ads. SMITH, Box 1990, N.Y.

*At This
Office*

**10 Spruce St.,
New York.**

Geo. P. Rowell & Co. Advertising Bureau keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

A ten-line advertisement printed two million times for twenty-five dollars.

WE will print seventy-five words, or ten agate lines, in two million copies (2,000,000) of conspicuous American newspapers and complete the work within eight days. This is at the rate of one-eighth of a cent a line for 1,000 circulation. The advertisement will appear in but a single issue of any paper. It will be placed before two million different newspaper buyers—or Ten Million Readers, if, as is sometimes stated, every newspaper is looked at on an average by five persons.

Three lines inserted once for \$10.

More than three lines, \$3 a line.

More than ten lines, \$2.50 a line.

Address with check

GEO. P. ROWELL & CO.,

10 Spruce St., New York.

THE EVENING OF PORTLAND,



The Evening Telegram

of its publication, and is for sale on trains and in the morning. It is a seven-column 10 to 20 page machine-set newspaper, Press franchise, and is a paper that can refer to the wide territory who consider it a paper of recognized value and large circulation.

Big Figures

THE EVENING TELEGRAM'S average daily circulation for the year 1900 was 10,000.



THE S. C. BECKWITH & SONS

SOLE AGENTS FOR OREGON AND ADJACENT STATES

43-44-45-47-48-49 Tribune Building, New York

N TELEGRAM

CLAD, OREGON,

completely covers the undivided
afternoon field of Oregon, and its

far-reaching influence

is recognized by foreign advertisers. Being the first to carry the telegraphic news of the day to the towns of the great basin tributary to Portland, it is indispensable to advertisers wishing to reach the people of the Northwest.

in the largest city in the State, has no competitor in the afternoon field, reaches 180 towns the same night and in news-stands in the section in which it is published. Its circulation, possessing an exclusive afternoon Associated Press connection, wide to its ever-increasing list of home advertisers, and large circulation.

NG TRAMPS

ity for

00 was

16,364 } and True

W SPECIAL AGENCY,

ENTS FOR ADVERTISING,

New

469 The Rookery, Chicago



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, NOV. 27, 1901.

ADVERTISING is a matter of education and development. Newspapers ought to bear this constantly in mind and bring it oftener before the eyes of their communities than they do. Paragraphs from *PRINTERS' INK* might be run daily or weekly, and a few words added to suit local conditions. If a publisher wishes to reach out for more advertising he should not only exert himself for it, but he should carefully and methodically work on the minds of business men.

THE youngest *PRINTERS' INK* baby was born November 20, at Montpelier, Ind. Its name is *Thoughts*, a monthly magazine of news, suggestions and criticisms for mail order advertisers. It is published by L. E. Wooster.

THERE is a whole sermon in the epigram recently pronounced by the *New York Journal*: "Only the successful man can keep on advertising." There is food for thought in it, and the more one thinks about it the more does it convince one of its truth.

PANTON & WHITE—the Big Glass Block Store—Duluth, Minn., send the Little Schoolmaster about half a dozen of their ads, varying in space from full pages to smaller fractions. They are well written and remarkably well displayed and illustrated. They all appeared in the Duluth evening *Herald*.

BEGINNERS in advertising usually expect too much. In a general way, if the advertiser gets back the amount of his outlay during the first season he may consider that he is thoroughly successful.

YOUR advertising should be a magnetic needle, true to the pole of your business. It should be a true compass, never wavering, never misleading. If it fulfills this function it will not need long to convince the public that it may be followed implicitly.

THE editor of the *Magazine of Mysteries* has outstripped all his editorial brethren and broken all records in the matter of obtaining unique contributions. He announces that "The Universal Brotherhood of Ancient Mystic Adepts" (also known as "The Holy Seven") have, for the first time in thousands of years, consented to appear in print. (How they appeared in print thousands of years ago is, of course, "another story"). The public is invited to submit problems to them in "care of Brother No. 1, *Magazine of Mysteries*." Personally, the Little Schoolmaster is much interested in knowing whether any of the Brothers—or the whole seven combined—are adept enough to get circulation statements from New York dailies.

THE Frank Presbrey Company, New York, sends out a handsome 32-page booklet, "The Mediterranean Illustrated," in behalf of the Dominion Line of ocean steamers. It is a monograph on the company's service to Mediterranean ports, well written and filled with a profusion of excellent wash drawings run upon a light tint. By the process of "stippling" the paper after printing the little volume is made extremely luxurious. It is a notable example of advertising as it should be gotten up to appeal to refined people, and the one thing lacking to it is the signature of the artist who made the pictures. The people to whom such a booklet will appeal take considerable interest in knowing who makes pictures of this quality, and the artist's signature adds weight.

To advertise is to give your business speech. "The poor fool who closes his mouth never winneth a dollar," runs a groovy proverb.

"SNOR-O-DON'T" is the latest monstrosity in names of advertised articles. It is the name of a device for preventing snoring, and the Chicago company which exploits it wants "the names of all snorers and mouth-breathers everywhere."

BROOKLYN *Life* includes in its make up representative features of New York *Life*, the better characteristics of *Town Topics* and well put together society news, such as is contained in *Town and Country*, formerly known as the *Home Journal*. In the Borough of Brooklyn and suburban towns on Long Island Brooklyn *Life* is very popular and pretty generally read.

THE man who adopts and follows the course and methods of a successful advertiser is very likely to fail. There was some point in that course at which it would have been wise to make a departure on his own hook. But if he had been shrewd enough to have discovered what would have been wise to adopt and what not, he would undoubtedly have been sufficiently bright to have mapped out an original course for himself.

Now that the grocery world has learned to put its eatables in tight cans, jars and cartons, protecting them from damp, dust and microbes, it is giving some attention to the form of package. The housewife dearly loves a jar that can be used for putting up fruit or jelly after it has given up its original contents, so a New York firm packs chipped beef and sliced bacon in glass jars that serve this purpose. Another firm packs baking powder in glass rolling pins, while still others make their cartons fit to do service as lunch boxes. There is no doubt but these factors play a large part in sales, for women buy all things with a view of getting the most out of them, and anything that appeals to their sense of domestic economy is sure to be foremost in their favor.

ACCORDING to *Public Opinion*, the theatrical syndicate has endeavored to secure the discharge of Mr. Norman Hapgood, the dramatic critic of the New York *Commercial Advertiser*, because he has been frank in criticising its productions and has, in his recently published book, "The Stage in America," described the syndicate's origin, development and methods in very plain language. By withdrawing its advertising from the *Commercial Advertiser*, it has caused a weekly loss of many times Mr. Hapgood's salary, it is said, but the paper has seen fit to stand by its critic regardless of this action. The New York end of the "trust" consists of thirteen theaters. *Life* says that the syndicate has already succeeded in displacing objectionable critics in Pittsburg and Washington, and it is admitted in the *Dramatic News* (the syndicate organ) that similar tactics have been used in Boston, Providence and Detroit.

IN the anniversary number of the *Post*, Mr. John Ranken Towse had the following to say concerning the growth of evening papers: "In the development of New York journalism during the last quarter of a century there is, perhaps, no more striking fact than the gradual substitution of the evening for the morning paper as the chief purveyor of news, the reference being not only to local and domestic intelligence, but to a majority of the most important occurrences in all parts of the civilized world. The explanation of it, of course, is exceedingly simple, being found in the enormous multiplication of facilities for the collection and prompt transmission of every item affecting public or private interests, and in the accident of geographical position which, owing to difference of longitude, enables the afternoon paper here to report the happenings of most of the busiest, waking hours of Europe. So far as the Eastern hemisphere is concerned, the New York morning paper has a monopoly only of the not very fruitful news period between 10 p.m. and 6 a.m."

THIS is not so much an "age of advertising" as an age in which advertising is being developed and used to advantage, in common with steam, electricity and modern explosives. Advertising in a rudimentary form belongs to all ages. The twentieth century advertiser who stepped back into old Rome or Athens would be as much a power in himself as the soldier who stepped back with a rapid-fire gun.

THE worlds of biological and horticultural science are busily experimenting with hybrids, and have already got well on toward a boneless shad and a fruit that will combine the better flavors of the orange and the grape-fruit. The world of advertising is also trying its hand at hybrids with singularly happy results. It is combining the poster with the old style solid agate newspaper ad that still holds its place in mail order journals. It has taken up this blurred, illegible antique of publicity and, with the infusion of a few bold display lines that are not nearly as large as they look upon the printed page, has given it almost the force of an eight-sheet poster. Some of the small ads in the *Ladies' Home Journal*, *Success* and *Saturday Evening Post* stand out like magazine pages. Pictures are also being reduced. The halftone of a building that is but an inch square now has detail that would be marvelous were it not so common. The blood of the old agate ad is in evidence in the new hybrid, too, for none of these small ads are over four inches, while two, and even one inch spaces, are far more numerous. Yet all are clean, distinct and attractive.

"I HAVE further resolved that I will in the future represent no newspaper unless I can show a sworn statement of actual circulation. I shall continue to represent the *Washington Star*, the *Baltimore News* and the *Indianapolis News*, together with the *Newark News*, with offices in the *Tribune Building*, New York, and *Boyce Building*, Chicago." — M. Lee Starke.

JUNIUS BARNES & SON, Burlington, Vt., advertise a liniment under the name of "Mysterious Pain Cure." Following the same line of nomenclature and thought, there ought to be room for a cabalistic liver pill, an unintelligible cough remedy and a portentous porous plaster.

HERBERT L. BRIDGMAN, though still in the prime of life, has had an active and successful experience in the publication of newspapers covering more years than a young man could very well remember. Under his management the *Brooklyn Standard-Union* appears to be growing in favor and to deserve the recognition which is accorded to it by both readers and advertisers.

At the Paris Exposition of 1900 the French hit upon a way of making guide book advertising profitable in high degree. The plan ought to be eminently useful in the next few years of expositions in this country. Each advertiser who took a page in certain guide books of Paris and the exhibition was entitled to print a coupon with his advertisement which was receivable as part payment upon purchases at his place of business. Any visitor who presented the book itself with coupon intact got a discount upon his admission ticket to certain "side shows" inside the grounds, while at the cafes the coupons were good for a cup of coffee or a glass of wine with meals. Shopkeepers in the city itself gave discounts upon bargains advertised in the guide books. Thus, an optician advertised a fine opera glass at "1 franc 50 centimes instead of 2 francs"; a drapier offered "6 chemise veils and a beautiful scarf of chantilly lace, actually worth 15 francs, the whole for 4 francs 75 centimes"; a perfumer gave ladies who presented his coupon "a souvenir sachet scented with red clover," and various other merchants accepted their coupons for discounts of 5 per cent on purchases. As a "follow-up" system the scheme certainly had merit, and it could be modified to suit American exposition.

Mr. F. JAMES GIBSON, who runs the Sphinx Club and the advertising columns of the New York evening *Telegram*, is to take a run over to Paris for a conference with Mr. Bennett.

NOVEMBER 16 was the fifth anniversary of John Wanamaker's New York store, as well as the hundredth anniversary of the New York *Post*. The Wanamaker advertising department improved the opportunity, celebrating in a page of the *Post's* supplement with reproductions of A. T. Stewart's store in 1878, one of his ads of Nov. 16, 1875 and a talk about the establishment under the old and new regimes.

EVERY employer appreciates faithfulness and reliability, and soon learns to know those whom he can trust and those he cannot. No matter whether he has seen a clerk shirk his duties or not, if he is a shirker he instinctively feels it. This is perfectly natural, and quite in keeping with the manner in which we estimate those with whom we come in daily contact. There are many who, though they may not lie to or deceive us, yet, because they habitually do these things, we instinctively distrust them. Something tells us that they are not quite reliable. In the same way an employer reads the character of his employees. He knows those who will shirk when they get an opportunity; he can pick out those who will work while they feel they are being observed, but who will dawdle when the master's eye is not upon them, and are not absolutely reliable. A laborer who will not, under any circumstances, neglect his work, who is faithful to his duty, whether his employer is around or not, is always appreciated. Absolute reliability in an employee is indispensable, if he expects to advance. No employer likes to be surrounded with those in whom he lacks confidence. He wants to feel that, whether he is present or absent, the work will go on just the same; that, if anything, his assistants will try to be more faithful when he is away.—*John E. Hewer, in October Success.*

THE Grand Rapids Furniture Association, a combination of seventeen manufacturers who make 15,000 separate articles, is using magazine space to advertise its trade-mark, a red triangle bearing the letters "G. R. M." This trade-mark appears upon each article made by any one of its members, and the combination advertising is meant to benefit all alike. The association also maintains a bureau through which to supply literature concerning its products.

NAPOLEON said, "I have two hundred millions in my coffers, but I would give them all for Marshal Ney." Napoleon wanted a man when he said that. The great cry, since the world began, is, "Give us a man." The scarcest thing in the world is a man—a man who can accomplish something, a man of force, a man with concentrated energy, a man who has a definite purpose and knows how to fling his life out to it with all the weight of his being. Such a man is needed in every calling. This century calls loudly for men of broad and liberal culture. This is a very practical age; theories and theorists are not in demand. The cry is ever for a man who can produce results, a man possessing tact, practical ability, and executive force. The world wants men who are well balanced, and who are not cursed with some inherent defect or moral weakness which cripples their usefulness and neutralizes all their power. While specialists are in demand, there is little hope for men who are one-sided in their development, and who have sent all the energies of their being into one narrow twig, so that all the other branches of their lives have withered and died. Men who do not take half views of things—men of completeness, and of large comprehensive ability—are needed everywhere. The world wants men of common sense—those who will not let a college education spoil them for a practical everyday life. It wants men who are educated all over, whose hands are deft, whose eyes are alert and microscopic, and whose brains are keen and well developed.—*Success.*

THE laws against substitution are being more strictly defined and established by precedents. The Sterling Remedy Company lately obtained an injunction against R. J. Gorey in the U. S. District Court for the Northern District of Ohio, restraining him from making a close imitation of "Cascarets." The case is somewhat similar to that of the Pears' Soap case recently decided in Missouri. Gorey is a Cleveland lawyer, and in 1900 prepared to put upon the market a laxative tablet that imitated "Cascarets" in form, name, color and box. An injunction was sought before Judge Francis J. Wing, and in defense Gorey held that he was entitled to use the word "Cascara" to distinguish his remedy upon the ground that it contained a Spanish laxative called "cascara sagrada." The court granted an injunction, however, upon the finding that Gorey's remedy had infringed the Sterling Remedy Company's rights; that while he might use the word "Cascara" he could not do so unless he clearly distinguished it in devices, boxes and printing that permitted of no confusion with "Cascarets"; that "Candy Cathartics," which was also used in connection with the Gorey product, was a fancy name, and could not be used by him. The court found that there were several points in which Gorey's product differed from that of Major Kramer, but held that these differences were less apparent than the obvious resemblances, and that, unless the defendant had intended to infringe upon the rights of the complainant, he had gone to extraordinary pains to imitate his product and package to no purpose. The right of Gorey to sell tablets containing cascara sagrada under the trade name of "Cascara" was sustained, but he was enjoined from imitating "Cascarets" in form, package or wording. The decision is regarded as sweeping and decisive, showing that the laws against substitution of advertised articles require that those who go into business must do so with a knowledge of articles in their line that are already upon the market.

WANAMAKER'S adsmith has a love for both sides of an advertising page that is wholly his own. Not resting at the invention of the triangular corner coupon, he is now using a somewhat similar device to lead stray readers back to his ads. In a late issue of the *Saturday Evening Post* he ran an 8-inch double column ad on one side of the page, and, in the corner of the opposite side of the leaf, used two inches single column to print the admonition: "Turn back this page—there is something on the opposite page that will interest you—John Wanamaker." It is a very good device, too, for few will fail to turn the leaf.

"I ATTRIBUTE my personal success partly to the fact that I very soon found out that the work of other people with which I was satisfied was always better than my own work with which I was satisfied. The *Iron Age* is the product of the men who have been associated with me. I have been called a good judge of men, but I am conscious of not knowing so much of them as I am believed to know. I try men in small places first, and, as they prove competent or incompetent, advance them or put them into suitable minor places. A man who cannot run fast freight trains may make an excellent brakeman."—*From an interview with J. David Williams, of the Iron Age, the best trade paper in America.*

"BOOKS ARE OPEN."

The Reading (Pa.) *Eagle*, which is one of the best papers published anywhere in a town of the size of Reading, issues a circular in which it says: "We are ready to prove every assertion made here," and goes on to claim that its circulation is "Almost 16,000. To be exact, 15,597 copies a day." An application from the office of the American Newspaper Directory having a bearing upon the alleged readiness to prove every assertion about its circulation, brought a most succinct and terse reply. Here is the exact wording:

"You can go to hell whenever you are ready,
—The *Eagle*."

Smells Nice



Omega Oil

You can tell by the smell of Omega Oil that it is different from any other liniment you ever saw.

It has a peculiar and pleasant odor.

Besides being the best remedy in the world for stopping pains, it is also the nicest to use.

It is not made of turpentine or ammonia, but the body of it is a pure vegetable oil. Into this oil is put four other ingredients, one of which is a green herb that stops pain a good deal on the same principle that a puff of wind blows out a lamp, or water quenches a fire.

Omega Oil is good for everything a liniment ought to be good for.

700

ONE of the Omega ads now running in the dailies. This ad is conspicuously good for its striking illustration and display, and its brief, terse and instructive reading matter.

"PRINCE RANJIT OF BE- LOOCHISTAN."

If there is anybody in New York City who thinks himself "It" at the game of advertising, he may be interested to know that there is a man living here at present who can give him cards and spades and beat him easily.

Nobody ever heard of Prince Ranjit of Beloochistan until he arrived at the Hotel Cecil in London some weeks ago with a retinue of about two dozen servants. They were all dressed in true Oriental fashion, and caused such a flutter of excitement among English society that the India Office, to quiet curiosity, had to issue an official bulletin about him, making the statement that, so far as known, there was no such title as "Prince of Beloochistan" known in India.

The Prince himself was impassive and silent, after the manner of his race. He had engaged twenty-three rooms for himself and retinue—the biggest single order that the fashionable Hotel Cecil ever had! After stopping in the hotel one week, he suddenly paid his big bill and took passage for the whole crowd per steamship "Simcoe" for Montreal, where he arrived early in November, supposedly with the intention of touring America with his entire suite.

Of course the curiosity aroused in London had been cabled here, where it grew in intensity when it was known that the Eastern Prince and his staff were coming direct to New York. As in London, the newspapers were filled with accounts and conjectures about the "mysterious Indian Prince."

He arrived in the city on November 6, but took the precaution of leaving the Montreal express at 125th street, in company with his secretary and his Nautch girl, Bahar Bux. His retinue went down to the Grand Central Station and were met upon the platform by a white woman, who took them in charge and escorted them down to a boarding house in Greenwich street.

There were plenty of reporters

waiting for the Prince at the Grand Central, and the fact that he had left the train in Harlem merely sharpened their appetite for news of the mysterious Oriental's movements. Some of these keen-eyed and quick-witted gentlemen of the press were not long in getting a "line" on Ranjit, with the result that the next morning's papers revealed the fact that the "Prince," who had set two continents on the qui vive, was really an ex-cook in the employ of Sherry the caterer, who had gone home to India to claim an inheritance and had returned to New York for the express purpose of opening an Oriental restaurant. His retinue were Indian cooks and waiters. The alleged Nautch girl was his niece, Miss Bux, and it was his wife who met the servants at the depot.

Further inquiries developed the fact that Ranjit, T. Smile, as his name has been here, went to India in May last to recover his inheritance. His first name in boyhood was Prince, and the legacy was left him by his relatives in Beloochistan. Hence, when he registered at the London hotel as "Prince Ranjit of Beloochistan," he had a perfect right to do so. The English society reporters mistook the signature for a title, and "Prince" was not so rude as to contradict. How many laughs the ex-cook has had at the expense of the London reporters nobody knows. He did not have many on the New York boys, who quickly found him out.

We shall now wait patiently for the printed and advertised invitations to visit the Oriental Prince's restaurant on Fifth avenue, and may smack our lips in delightful anticipation of the piquant curry and delicious rice that may be had there for a few dollars per plate.

JOHN S. GREY.

It is a question if a glaring mistake in an ad has not been put there on purpose very often. Frequently such mistakes have given the ad more attention and comment than it would otherwise have received. Yet, is such attention and comment beneficial?

THE PACKAGE AND THE NAME.

Great is the power of a package and a name!

The Pacific Coast Borax Company has grasped the value of the former, but it has yet to learn of the efficacy of the latter.

This house sells borax to housekeepers for the purpose of aiding them to rid their premises of ants, roaches and "similar small household pests." Everybody knows that borax can be purchased in bulk at any drug store. The Pacific Coast Borax Company dwells upon the fact that the borax must be pure, and advertises its own product as "pure powdered borax." It also says that its name on the package is a guarantee of that purity.

Considering the fact before mentioned, that borax can be bought in bulk and that most druggists will probably try to sell it that way, it would seem that something more about their borax should be impressed upon the reader's mind. Every druggist will say, of course, that his is "pure powdered borax." If the intending purchaser forgets the name of the manufacturers, a sale is lost to them.

What is necessary in this case is a more distinctive name for the borax. Pacific Borax would be better than Pure Powdered Borax, because it is more individual. It would stick better in a person's memory. A woman that would insist on having Pacific Borax might not be so insistent for Pure Powdered Borax if the druggist said his borax possessed the qualities of purity and pulverization.

The fact that borax is now subjected to the process of being "packaged" shows how strongly manufacturers are impressed with the value of individual forms, and of specific advertising for a trade-marked name. A name serves as a guarantee to the purchasers and as an aid to their memories. It is of value to everybody concerned.—*Advisor*.

WHEN a publication fails to pull rest assured that it lacks circulation just about as much as your advertisement lacks effectiveness.—*The Advisor*.

Barnum's Monkeys

"All well—all happy—lots of fun". That is the regular report from the monkey cage of Barnum's Circus ever since the keepers began dosing the monkeys with Scott's Emulsion. Consumption was carrying off two thirds of them every year and the circus had to buy new ones.

One day a keeper accidentally broke a bottle of Scott's Emulsion near the monkey cage and the monkeys eagerly lapped it up from the floor. This suggested the idea that it might do them good. Since then the monkeys have received regular doses and the keeper report very few deaths from consumption. Of course it's cheaper to buy Scott's Emulsion than new monkeys—and that suits the circus men.

Consumption in monkey and in man is the same disease. If you have it or are threatened with it can you take the hint?



This picture represents the Trade Mark of Scott's Emulsion and is on the wrapper of every bottle.

Send for free sample.

SCOTT & BOWNE,

409 Pearl St., New York.
50c and \$1. all druggists.

This ad was found fault with in different places. While "monkey business" is bad in advertising as a rule, this one merely suggests the relation which man and monkeys bear even in sicknesses.

THE AMERICAN INVASION OF ENGLAND.

In an interview given to the *New York Journal*, Sir Thomas Lipton makes the following statements:

The commercial invasion of England is due to a condition created, in a great measure, by the inactivity of the English manufacturers. What England has failed to do America has done, and done it well.

Let it be understood that I do not discuss these things from the viewpoint of an expert. For I do not pretend to enjoy an intimate knowledge of all the circumstances attendant upon the present state of affairs.

But I do feel that what is clear to me is clear to the average man of affairs and must needs be obvious to both Englishmen and Americans the world over.

It was evident as far back as twenty years ago that the extraordinary progress of American manufacturers would ultimately bring them into close competition with English manufacturers.

And it was furthermore obvious that England would have to meet a very insistent and vigorous foe in the ever active, never ceasing struggle for trade.

An analysis of the situation presents the two primary phases of the issue. First, English manufacturers proceeded on the lines that it was their right to set the fashion, their right to dictate the wants of the buying public, their mission to say what should be in vogue and what should not. This state of affairs was not consistent with the development of the public mind in England. It was in a great measure a dominating attitude which created resentment on the part of the purchasing public.

Second, the English manufacturers declined to keep abreast of the changing times and to move forward with their greatest competitor—America.

The natural consequence was the beginning of a successful invasion of commercial England by a country whose greatest asset was its ability to gratify the tastes of the people. Mark the wide difference in the methods.

The English dealer tries to convince you that you are really in need of something you do not want. He literally forces something on you that at the outset you decline to accept. In the past the English buyer had no alternative. He was confined to the limits set by the dealer. Dissatisfaction was the consequence.

Now along comes the American manufacturer with his fingers on the pulse of the people. Instead of telling you what you want he leaves the matter entirely to your own judgment, and then sets about the work of manufacturing the very thing you have been looking for—the article the English manufacturer has declined to supply, either because it involved a change of business methods or because he could not discern the commercial handwriting on the wall of the future.

American money has poured into England and American methods have

reconstructed the whole plan of action, with the result that England finds itself suddenly called upon to move at a rate of speed that her system will not stand. Confusion follows and the cry of "Commercial Invasion" is heard throughout the land.

Go where you will in England and you will find the impress of the American mind, the results of American ingenuity. When Americans open a branch in London it is perfect in its appointments.

When Americans undertake to capitalize an English company and equip it with a plant the result is an astonishing improvement over similar industries operated by Englishmen.

What is the cause of this? Simply a marked capacity on the part of American capitalists and American manufacturers to follow the spirit of progress set by the buying public.

America, by her astounding increase in the inventions of comforts, has developed a nation of people who will not be satisfied with standing still.

They are going forward with that certainty and velocity that must break down and trample opposing forces. It is a great object lesson to England.

Those of us from England who visit America, and there are many, cannot help but observe the difference between your manufactured articles and our own. In your daily life, in your business methods, in your hotels, your railroad trains, your amusements, one finds that added something which very nearly approaches perfection.

All these things betoken a progress that is without parallel in the history of nations. It is the new school of ideas, the place where people can learn.

Now, what is to be the result of all this? Certainly it does not portend the destruction of English manufacturers, as some thoughtless alarmists have prophesied.

It will result in a general activity, inspired by competition, throughout all the manufacturing centers in England. And by this token the English people will profit.

England has everything required to wage a mighty combat with America for trade. She has brains, labor, wealth and high civilization. Moreover, England is saturated with energy which, when once awakened, will lead the inspiring march.

Personally I see no cause for alarm. The pace set by the United States will have its good results in England and for England, and the cycle of time will bring her abreast of the necessities created.

The world needs the products of both countries. Neither will fall in the struggle. There is room for America and England to trade on land and on sea, and the ultimate and certain result is the mightier power of the Saxon race and the glorification of English and American commerce.

EVERY retail advertiser may build up a mail order trade by emphasizing the fact that mail orders will be filled promptly, etc. A single line in the advertisement will eventually bring the orders in.—*The Advisor*.

QUAKER CITY POINTERS.

By John H. Sinberg.

Madame Yale's lecture on "Beauty," held at the Garrick Theater on Thursday, November 14, was advertised here in a rather novel way in the *Record* of Tuesday morning, preceding the lecture. On that day an advertisement measuring fifty lines across two columns was inserted on every available page of that newspaper, making eleven 100 line cards in all. Each of these announcements had a catchy head-line, set in bold, black 18-point De Vinne type, and contained plenty of white space, making an eye-attracting advertisement. Here are some of the heads: "Madame Yale Beauty Lecture"; "The Season's Social Event"; "Beauty at the Garrick Theater," etc., etc. Two of these cards contained the musical programme and organ selections to be given in connection with the lecture, while nearly all of the advertisements contained the announcements that there would be "many new and striking features; dazzling gowns; marvelous color-effects, etc." The Garrick Theater has but recently been opened and is the prettiest as well as the hardest to secure, and it is also the only theater which has an organ, so that the expense of the lecture was very great, but Mr. Wilson, of the M. B. Wilson Advertising Agency, who places all of the Madame Yale advertising, told me that these lectures always drew large audiences of the best class, and that they more than paid. The *Record* was the only paper used for this sort of advertising, and Mr. Wilson told me that his scheme was very successful. He also took occasion to remark that he thought the *Record* the best paper in Philadelphia. From the results secured by Mr. Wilson it would seem that eleven one hundred line cards inserted on eleven separate pages carry more weight than an eleven hundred line advertisement on one page.

* * *

Here is a unique "Help Wanted" advertisement, although it was set in attractive display type. It

appeared in a recent advertisement of Gimbel Brothers, and measured sixty lines single column. Position, upper left-hand corner of the Gimbel page, surrounded with a neat magazine border. It read as follows:

"An apology. We were unable to wait upon all who came Saturday and yesterday to buy wraps and furs and suits. This we regret, not because of loss of business but for the disappointment occasioned many of our friends. We have engaged all the additional worthy help we know of. If any reader knows of careful salespeople, we'd be thankful to have them send us names and addresses—or, better, have them call. We need twenty-five to-day, and right along."

I have no doubt that this card brought more desirable answers than any amount of advertisements inserted in the classified columns of the newspapers.

* * *

The Cubanola Cigar posters are adorning many dead walls and fences in and around Philadelphia. They are very attractive, albeit exceedingly plain. But the catchiest and strongest of these is the mammoth electric sign located at the northeast corner of Ninth and Chestnut streets. The wording is simply: "Cubanola 5c. Cigar." The letters in the word Cubanola measure over three feet in length and of proportionate width, and at night the glare from the electric globes is so strong as to light up the street for quite a distance. So brilliant indeed are the rays from this sign that on the night of the recent election the *Record*, whose building is midway between Ninth and Tenth streets on Chestnut street, was obliged to ask the Cubanola managers in the city to kindly extinguish the lights for the night, as it was impossible to throw the returns on the canvas hung in the street in front of the building because of the strong glare. The Cubanola people cheerfully complied with the newspaper's request, and received in return some excellent advertising in the shape of slides thrown on the election canvas

during intervals when the ticker was not working. Some of these lantern-slides were even illustrated, to more strongly impress the throng. For instance, one illustration depicted two men. One was smoking complacently, and the wording underneath the sketch was: First man—"What are you smoking?" Second man—"A Cubanola, of course."

* * *

It may seem strange, but the second best-located and largest electric sign in the city is also the one which advertises a cigar. It is that of the "Cinco," and is fastened on the roof of the building situated at the northwest corner of Broad and Chestnut streets. It, too, is very plain but very effective. The inscription is merely: "Smoke Cinco 5c. Cigar." With the trade-mark flourish under the word: "Cinco." The name of the cigar is in bright, red electric lights, and the rest is in white globes. The sign is not as long as the Cubanola, but the lettering is just as big, and the reflection from the roof can be seen for squares on both Chestnut street and Broad street. It is no exaggeration to say that the Cubanola and Cinco cigar signs are the strongest, most effective and attractive illuminated advertisements in the Quaker City at the present time.

* * *

Another new advertising agency has come to town. Its title is the "Penn Advertising Agency"; its motto is "Brains to Build Business." The agency is composed of two well-known newspaper workers, Richard A. Foley and Joseph F. Kelly. Both has had a long and varied experience in the advertising departments of the *Record*, the *North American* and the *Times*. Their office is at 518 Crozer Building.

THERE is no reason why drummers should be superseded by advertising. They ought to form very effective allies and aids. In fact, business literature in some branches ought to precede the salesman and to follow him also, acting as a herald and as a supplement. When utilized in this way, they ought to prove invincible.

WHY IT FAILED.

The Pan-American Exposition at Buffalo closes its doors in November with a deficit which is said to run into several millions of dollars, regardless of the fact that it had received the largest amount of free advertising in the newspapers and periodical press ever given to an enterprise of this character. The New York *Editor and Publisher* thinks the exposition was a failure financially for the following reasons:

No exposition ever received so great publicity of a certain kind. Hundreds of thousands of dollars were spent in getting out expensive folders, gimcracks and posters, but only a few hundred for display or reading advertisements in the newspapers. This, we believe, to be the secret of the financial failure of the enterprise. Had the officials of the Exposition appointed a board of advertising experts, and been guided by their advice upon the subject of publicity, we believe that a success instead of a failure would have been scored. These men would have discarded gimcrack advertising and substituted newspaper and magazine advertising. They would have shown them how, with an appropriation of, say, three-quarters of a million dollars or less, the people of the country could have been induced to go to Buffalo.

What could have been done by the intelligent use of a quarter of a column in a thousand daily newspapers for a period of three months? Not a man, woman or child old enough to read could have escaped its influence.

The Pan-American did not do this. They imagined that ads printed on miniature frying pans and beer mugs or in pretty booklets and folders would do just as well. They secured the printing of illustrated articles now and then in the papers, for which they paid nothing, and thought that these were all that was needed to make the Exposition a go. Too late they found out their mistake.

Newspapers and magazines should have been used almost exclusively in calling attention to the merits of the show; they are in closer touch with the people than any other form of publicity. Publishers were given to understand early in the season that money would be spent in the papers, and that is why so much space was given to the Pan-American. When they discovered that they were to get nothing there was a decided change in their attitude.

If the managers of the St. Louis Fair, to be held in 1903, try the same tactics they will find the atmosphere in the newspaper offices decidedly chilly.

It's the long newspaper column that cannot be filled with an interesting advertising story.



Young Men Attention

We are headquarters for Yoke Overcoats—1000 of these natty and stylish garments to be retailed at the popular price of

\$15.00

WELL WORTH \$20 and \$22.

Cut 48 and 50 inches long, in the popular dark Oxford colorings. Fresh from our workrooms. The handsomest coats in the market.

Standard Clothing Co.,
395 Washington Street.

AN AGONIZING ILLUSTRATION FROM THE HUB. IT APPEARED IN THE BOSTON "POST" OF NOV. 7, 1901.

AN EVOLUTION OF THOUGHT.

Ostermoor & Company, 117 Elizabeth street, New York, have a single column ad in the October issue of the *Ladies' Home Journal*, in which they cleverly demonstrate the evolution of thought with an ad-reader. As the illustrations accompanying the text are not material here, the latter is given alone:

1. The first time he saw the advertisement he thought nothing of it. He doesn't believe in advertisements, so he says.

2. The second time he began to wonder what that Ostermoor Patent Elastic Felt Mattress was like, anyhow.

3. The third time he thinks hard on the offer of thirty nights' free trial; money returned if it is not all he even hoped for. Express charges prepaid to any point.

4. The fourth time he scoffs at the idea that a \$15 mattress can be guaranteed as durable and comfortable as any \$50 hair mattress ever made.

5. The fifth time he decides that it must be all right because such men as William K. Vanderbilt and James Gordon Bennett have them in use.

6. The sixth time he determines to write to Ostermoor & Co., 117 Eliza-

beth street, New York, for their free 72-page book, "The Test of Time."

7. The seventh time he concludes that he will sleep on an Ostermoor Patent Elastic Felt Mattress as soon as one can be shipped to him. No store is allowed to sell it.

8. The eighth time he sends a check for \$15 and tells how his local dealer tried to sell him a fraudulent imitation.

9. The ninth time he rejoices with his wife over the purchase and instructs her to advise her friends (including you, now reading) to write at once to Ostermoor & Co., 117 Elizabeth street, New York, for "The Test of Time," mailed free.

MAKE IT COUNT.

An illustration in an advertisement gives to it individuality and tone. It makes the announcement of an establishment stand out with strong effect and enables the merchant to get greater benefit from the space used. If a two-dollar space can be doubled in value by the use of a 75-cent cut the merchant has made a profit of \$1.25 because of his wise use of that advantage which increases the value of his space.—*Advertising World*.

BOOKLETS IN GENERAL.

Doubt no longer exists in the minds of enterprising retail advertisers that brochures and booklets, and even folders and circulars, pay. The very fact that they are employed by the most progressive merchants speaks in their favor. In the ordinary lines, such as groceries, butcher stores, clothing, etc., the issuing of folders and circulars occasionally has been found to be effective. For patent medicine dealers even the coarsest kinds of booklets generally bring in results.

How much more ought finer booklets to pay in the finer lines? It looks as though the day is soon coming when retail dealers in pictures, bric-a-brac, jewelry and those who handle dress goods, millinery and notions will find it to their interest to give out attractive literature almost at regular intervals. As the holidays approach, in a very few years, those who shall not bow to this tendency will find themselves in the minority. Typographically nothing will be too fine for this purpose. For the public is being educated so rapidly in this direction that it would be strange if it would not be growing fastidious.

Booklets are not publications of the nature of catalogues. These are of an entirely different character. The catalogue is not required to be fine. All that it asked of it is that its contents shall contain the facts, stated in the plainest and most precise way, and that the prices shall be attached to the descriptions so that there shall be no misunderstanding.

The booklet in view should be the daintiest creation possible. This is not to say that it shall be the most expensive. It is wonderful what fine effects may be obtained through the expenditure of some thought, a little judgment and a good deal of taste. Add to these a knowledge of typography and of the possibilities attainable through the selection of paper and type and it is surprising how much can be effected at a comparative little outlay. Add illustrations that are pleasing artistically, make the

text of the desired booklet crisp and original, and there can be little doubt that it will turn out to be a profitable investment.

Every business has phases that will interest the public to the extent of bringing in enough customers to make the booklet pay. The history of the concern may be ever so commonplace, but from some point of view it can be made attractive. Then there are the wares themselves. The raw material of which they are composed, the processes by which they are transformed, how and when such wares were first used, and lots of other matters in this connection will suggest themselves.

The style in which the text is written is a matter of importance. Of all faults, flippancy is the most deadly. Even humor is a weapon which cannot be handled too carefully. The best style by all odds is just to write in a plain, straightforward way, as though the reader were standing before you and you were speaking to him face to face. In this way you will avoid being stilted, and also the opposite extreme, too familiar. Also keep your story from being long-winded. If you have an anecdote which is very apt—thoroughly appropriate, it may be of assistance. It is best not to emphasize the business end of the booklet too much, nor, on the other hand, to let it be lost sight of entirely.

Especially timely are booklets for retailers at the approach of the holidays. Booklets ought to be sent to a selected list through the mail or inclosed in every package which leaves a retail store.

J. W. SCHWARTZ.

MUCH has been said and written against advertisements which contain a great amount of reading matter. Yet the large mail order houses which run many of these continue to prosper. One of the axioms favoring long ads says that you need not be afraid to tell your whole story, and that you ought not to sacrifice any of it to strain for brevity. But another wise idea is to break up the story into paragraphs, clearly divided as much as possible.

AN UNUSUAL MATRIMONIAL ADVERTISEMENT.

There is generally a certain sameness about the matrimonial ads in the "Personal" columns of the New York *Herald*. The similarity is in construction, needs and length. Nowadays it is very seldom that a woman advertises for a husband, but the men who want wives—or say they do—are numerous. It is refreshing to find an advertisement of the latter class that is positively out of the ordinary. It appears in last Sunday's *Herald*.

To Fathers, Matrons and Elder Brothers: I seek an introduction to a well born lady, younger than myself, having a dowry of about \$50,000.

I am 39 years old, a bachelor, good to look at, temperate in all things, and absolutely sound; I have spent six years of busy professional and scientific life in the city, and have had neither time nor opportunity for courtship; my future now promises brightly; I am entering upon an excellent manufacturing business, for which I have a thorough scientific and business training.

I have European University degrees; my social position and training in America and Germany are excellent, but I have been too much occupied for conspicuous social life.

My family is old and aristocratic; I have a title which I do not use, but I will resume it if it will please my wife.

I am able to present the proofs of these and other considerations of importance, with excellent introductions, European and American.

I earnestly ask that only those who are earnest will answer this advertisement. They will be met with utmost candor; but the preliminaries to the introduction will disappoint the merely curious or frivolous. Address A. L., box 500 *Herald*.

It cost \$15.60 to put that ad in the *Herald* at 60 cents a line, but the advertiser is likely to get a large number of replies—he may even get what he wants, for that covert allusion to the unused title is calculated to interest some of the romantic ninnies who are anxious to have a handle to their names.

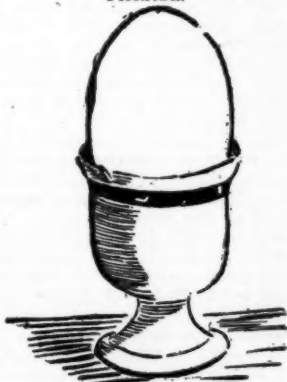
The most peculiar point of this advertisement is that it does not appeal to a possible fiancée but to "Fathers, Matrons and Elder Brothers." For that reason I should imagine that the advertiser, as he confesses, has had no time for courtship or society, or he would know that American girls prefer to be wooed direct

and not through "Pop," "Mamma" or their big brothers. In this respect he has made a sad mistake, for though the average Yankee miss is willing that papa or mamma shall choose her clothing and jewelry, when it comes down to picking a beau or a husband she usually asserts her own authority. This fact is sure to influence the number of replies that "A. L." will receive, but he has otherwise worded his advertisement so cleverly that he is reasonably certain of some correspondence and a few introductions.

MAIL ORDERS.

Every department store in the country of reasonable size can build up a mail order trade of astonishing proportions if a strong bid is made for the country patronage for miles around. Catalogues, booklets, circulars and personal letters will do the trick—backed up by a reasonable amount of newspaper advertising. One of the things to be remembered in this connection is the fact that mail orders cannot always be filled with exactly the goods ordered. The custom—and it has done much toward making many mail order houses successful—is to fill the order with the nearest thing available and to write a nice letter explaining that it is a better article shipped at the same price or that a credit has been entered should it be a cheaper one. The latter method usually brings a second order to take up the credit. The first few orders are the crucial ones. Others surely follow if the goods and prices are satisfactory. It will take time to build up the department, but when business does begin to come it will repay all that the earlier experience costs.—*Advisor*.

ILLUSTRATED ADVERTISING PHRASE.



"NEVER SUCCESSFULLY IMITATED."

Frank Jones' Portsmouth Ale

In Bottle On Draught

No other ale in America equals it.
Brewed of the best by the best process.

The Standard for Forty-five Years

When you drink Frank Jones' Portsmouth Ale you drink the best.

Frank Jones Brewing Co., Limited, - Portsmouth, N.H.

Is Frank Jones' ale as good as his ads, it's all right. This specimen appeared in the *New York Morning Journal*.

A YOUNG MAN'S READING.

Every young man should read a good daily newspaper, a weekly and a monthly. But it is not for any one to advise what those particular periodicals shall be. A newspaper depends on the city in which a young man lives, and he should select—and this is generally not difficult to do—that paper which stands for honesty in its news and the highest purposes in its editorial expression. It is not necessary that he should read a morning and an evening paper. One is sufficient: but let it be the best. No young man can afford to be ignorant of what is going on in the world. A good weekly is important because it gives him, in a more carefully prepared form, the news of the world. There are a dozen good weeklies, any one of which a young man can profitably read. His best method, at the start, is to buy a different one each week until he has exhausted the list of the principal weeklies. Then let him select the one which appealed to him most. The same with the monthly magazine, which should be read for its presentation of what is the literature of a country. There are so

many of these magazines, all of which are different, that the wisest selection is possible only after an acquaintance with every one of them.—*Ladies' Home Journal*.

SECURE EITHER WAY.

"I suppose you are going to be thankful on Thanksgiving Day?"

"Yes," said the man of gentle pathos. "If I have turkey and fixings, I'll be thankful for them. And if I don't, I'll be thankful I am not going to get indigestion."—*Washington Star*.

THE GIST OF IT.

We speak of the most important feature of any idea or piece of writing as the "gist of it." The advertisement should be all gist. There is rarely room for anything else in the space the advertiser has paid good money for.—*Agricultural Advertising*.

TROUBLE which to-day looks as big as a mountain may to-morrow be dispelled by the force of a good advertisement.—*The Advisor*.

HOW NEWSPAPERS COVER A WAR.

(Condensed from the article of Edward Marshall in *Pearson's Magazine* for October.)

Newspapers, like nations, are supposed always to be prepared for emergencies. In neither case is the mere fact that a situation was unforeseen and unexpected an excuse for failure to cope with it. To this, and to the ever-widening areas of competition, is due the fact that news-gathering organizations of one kind or another reach theoretically, and, with few exceptions, practically also, to every corner of the earth. Rarely, indeed, does an event of any importance occur that some newspaper correspondent or representative is not on the spot to give knowledge of it to the world. A single example of this will suffice as an illustration. Probably no event of recent times came more unexpectedly to the world at large than the victory of Dewey in Manila Bay, on May 1, 1898. The attack on Cavite took place fourteen days after the United States declared war on Spain. It was in a remote quarter of the globe, and up to the time of its occurrence scarcely a whispered premonition of it had reached the outside world. And yet, beside Commodore Dewey on the deck of the cruiser "Olympia," as she steamed into Manila harbor, was a newspaper correspondent—Mr. Joseph L. Stickney, of the New York *Herald*—while two other journalists were aboard the United States ship "McCulloch" and were present at the battle.

The organization of the newspaper press of the world, designed partly to meet the emergencies of war and partly to meet other emergencies, is based on the great news agencies. America has the Associated Press and the Laffan Bureau, with several smaller and more or less tributary organizations. England has the Reuter Agency, and France has the Havas Agency. Germany has the Wolff organization, and there are one or two others in Europe of minor importance. The great British and American dailies keep special

correspondents of their own in the European capitals and one or two in the far East. British newspapers have men in Washington and New York, just as American newspapers have resident correspondents in London. The presence of these "special" men by no means excuses the agencies from having their own men at every place where, or near where, important news is likely to develop.

The point of this is merely to show that every great newspaper keeps a skeleton of war service always in readiness. War seldom comes as a complete surprise. Usually there are significant warnings far in advance. Thus the rival editors are able to lay out their plans of campaign as thoroughly as the opposing generals. Occasionally, however, a war cloud breaks as suddenly and unexpectedly as the coming of a great earthquake or a disastrous conflagration. For such emergencies the newspaper staff must be ready for quick mobilization.

Probably no war ever came with more astounding suddenness than the conflict between the United States and Spain in 1898. It was known for months in advance that hostilities were almost inevitable, but the actual beginning of the conflict was almost entirely unforeseen. In saying this it should be understood that while the actual declaration of hostilities was not made by the American Congress until April 20, the war began, so far as the newspapers were concerned, with the destruction of the battleship "Maine."

Thus far nobody has set up the claim that the blowing up of the United States battleship in the harbor of a "friendly power" was predicted beforehand. It came as a tremendous surprise to the newspaper world, as it did to the world at large. At the time, there were a few correspondents in Havana, but nothing approaching a war service. Even the few men in the Cuban capital were not allowed a free hand in sending their dispatches, for all news was subject to the rigid supervision of a Spanish censor.

The explosion of the "Maine"

occurred at 9:45 p. m. It was 2:30 the next morning before the accounts filed at Havana by the correspondents on the spot began to reach the New York offices. It was, therefore, too late to chronicle anything more than the bare facts of the explosion in the issues of February 16. Before noon of that day, however, a tug with three divers on board, equipped by the representative of the New York *World* at Key West, was on its way to the scene.

The divers sent by this enterprising publication were not allowed to visit the wreck or to make a descent in the waters of Havana harbor, but this first stroke of enterprise cost the *World* hundreds of dollars, and marked the beginning of the establishment of the most expensive news-gathering paraphernalia ever assembled for covering a conflict of its proportions.

Within a few days after the destruction of the "Maine," correspondents from all parts of the country were rushed to the scene of the disaster. The news-reading public demanded every possible item of information regarding the affair, the grave import of which was immediately appreciated. But the Spanish officials soon instituted a censorship so rigorous that very little information percolated through the cable from Havana. To cope with the situation the New York *Journal* devised the plan of having its dispatches sent by boat from the Cuban coast to Key West, where they were put upon the wires and sent direct to the newspaper offices. The other papers were not slow to adopt this plan, and soon a large fleet of tugs, yachts and small steamers were plying between the island and United States territory.

This was the beginning of the first fleet of news-gathering vessels ever assembled. The same plan had been tried in a tentative way during the Cuban insurrection, when the New York *Journal* employed the "Vamoose" to convey some of its correspondents to Florida points; but the "Vamoose" was too small a boat to withstand the rough weather frequently met

with in Cuban waters, and the interest in the Cuban insurrection was not sufficient to justify keeping a vessel in commission.

With the beginning of the Spanish-American war, however, the situation was entirely changed. It was impossible for the public to get too much information on the progress of events, and the newspapers balked at no expense to obtain news.

Never before in the history of the newspaper business was so much money spent in so short a time in covering a campaign.

In fact, it may be said that the Spanish-American war marked the beginning of the modern era of war correspondence. Previous to that time there had been no conflict of world-wide interest between Western nations for nearly a quarter of a century. The professional war correspondent never quite disappeared, but his numbers, down to the beginning of this conflict, were very small. In spite of brilliant work by correspondents, in more or less remote parts of the globe, in describing the "little wars" which are constantly vexing some portion of the earth, there had been no necessity for elaborate preparations for their work.

At the height of the war the New York *Journal* had a fleet of eight sea-going craft in commission, and the cost alone of maintaining these vessels amounted to more than \$2,500 per day. The other New York papers had fleets approaching this in size, and the number of craft engaged in the work of news-gathering amounted to nearly one hundred.

The work of following the movements of the squadrons under command of acting Rear-Admiral Sampson and Commodore Schley, and of attempting to locate the whereabouts of the fleet sent across the Atlantic by the Spanish government, afforded plenty of occupation for all these press boats and for the scores of correspondents that they carried. Every movement of these boats involved a question of judgment on the part of the man in charge, as important to the newspaper

which he represented as was that of the naval commanders to their governments, and naturally enough the admirals did not take the newspaper men into their confidence to the extent of disclosing their plans. It was impossible to tell when an attack upon some point along the coast might be decided upon, or to know, when the fleet left a port, what was to be its destination. Manifestly the only way to be absolutely certain of obtaining all the news was to keep track not only of the large fleets, but also of the detached vessels which were sent along the coast for patrol duty, and the newspaper boats had to make daily trips to Key West to put their dispatches upon the cable.

To patrol a coast line as great as that of Cuba (the island is over one hundred miles long), and to know every event of importance taking place within its limits, was an extremely difficult matter. The plan adopted by most of the press representatives was to follow up the fleet, keeping the flagship in sight until a bombardment or some other event of news importance took place; then to make a dash back to Key West, put the dispatches on the wire, and returning, pick up the fleet as soon as possible. This method involved glorious opportunities for "beats."

The cables leaving from that port were always overcrowded during the progress of the war. There was a great amount of government matter to be transmitted, and government dispatches invariably took precedence of all others. With the correspondents it was "first come first served," and the man who got in late, no matter how important his dispatch, was not likely to have it printed in his paper the next day. There were occasions when rival tugs came racing into Key West with their steam gauges registering a dangerous pressure, and the correspondents serving as stokers and feeding portions of the woodwork of the vessels into the furnaces.

There were some exciting episodes among the experiences of the men who carried these dis-

patches. On some of the boats oil in barrels was considered a necessary part of the vessel's outfit, and danger point or no danger point, it was poured freely over the coal burned in the furnaces, the correspondents preferring to take the chances of blowing their boats up rather than risk being "beaten" by some rival news-gatherer. The boats were most of them small, although Mr. W. R. Hearst, finding that he could not get good tugs, on two occasions chartered veritable ocean steamships, and used them as dispatch boats for the *New York Journal*. Of course these ships had little to fear from the weather in the Gulf of Mexico, but the smaller craft frequently encountered real danger in crossing from points of action to far distant cable stations.

Nor did the weather present the only dangers which the dispatch boats encountered. I know of one case—that of the *New York Sun* tugboat "Simpson," at Guantanamo—when the boat went into the harbor for news, and came out with anywhere from twenty to thirty holes made by Spanish bullets in her upper works.

Not only did the correspondents have to face the possibility of events of the first magnitude taking place while they were temporarily absent, but they had to deal with the problem of coal, which at times was an extremely embarrassing one for them. The small craft used as press boats could not carry a large supply of fuel. Even when the coal was piled in bags high upon the decks, they were not able to keep up with the battleships for long at a time. In order to replenish their bunkers they frequently found it necessary to put into Haitian or other West Indian harbors, where they were forced to pay exorbitant prices for what they wanted. Sometimes it was a matter of great difficulty to get the blacks to load the coal on board, and the correspondents even had to take a hand at this kind of work.

Coal, cable tolls, port charges and all similar expenses had to be paid for in spot cash. Gold was

the only circulating medium that found universal acceptance, and it was therefore necessary for the newspapers to maintain accounts at half a dozen different points in the West Indies, and for each correspondent to carry large sums of gold upon his person. To carry about a thousand dollars or more in gold coin may be a pleasure at first, but it soon becomes monotonous, and at length develops into a positive hardship. Its mere dead weight becomes wearisome.

Perhaps as good an indication as any of the amount of money spent by American newspapers in the search for information concerning the Spanish-American war might be found in certain entries on the books of the *New York Herald*. The *New York Journal* spent on the war alone an average of \$121,000 a month. At one time one of the *Journal's* correspondents spent \$27.50 a ton for coal for a dispatch boat at Cape Haitien.

The story of the battle between the American and Spanish fleets at Santiago cost the *New York Journal* \$10,000 in one day, and the *New York Herald* and the *New York World* spent almost as much in getting the same news. Of course some of this expense was saved by the sale of the news to other papers in the interior of the United States and to British journals. Strangely enough, no newspaper on the Continent of Europe cared enough about the war to buy a special service. The sale of the news in America was made by "combinations." For instance, the *New York Herald* would arrange with a paper in Chicago, a paper in Philadelphia, a paper in Boston, and one or two others, to have its war news duplicated to them by telegraph as soon as it reached the *Herald* office. The *World* would make similar arrangements with other papers in the same cities, and the *Journal* would supply still others. In the meantime the great news-gathering agency—the Associated Press—carried on what was really a fine and competent service which was duplicated to all its members, and they include most

of the really important papers in the United States.

American newspapers really did less than might have been expected in their efforts in connection with the South African war. Only a few really high-priced men were sent down by the United States press, and even in the cases of these correspondents some arrangement was ordinarily made with British newspapers for a combination on the expenses of the enterprise.

The trouble in China brought about a very annoying newspaper problem. The East was left almost "uncovered," to use a newspaper term. American and British newspapers were almost frantic in their efforts to get good men to the scene of the trouble quickly. But the distances to be traveled were so great, and the difficulties attending the journey and, afterwards, in getting the news out, were so serious, that the early news going to either British or American newspapers was meager in the extreme.

The *New York Herald* was again about the only newspaper of importance that was fortunate enough to have a good man on the spot. The *Herald's* famous correspondent, John Bass, had actually started for South Africa when the certainty of serious trouble in China became known.

This fact of the absence of correspondents in China when the trouble broke out, saved the newspapers money which they would have been glad to spend.

Still, the Chinese complication resulted in very serious expense to the newspapers. The press cable rate from both Hongkong and Shanghai to New York and London is 55 cents a word, and thousands of words were cabled.

FEW men are masters of their time. The moments that they can give to your business, forgetting their own, would not foot up an hour a week probably. Advertising is, to date, the best force that has been devised for taking advantage of those psychological moments—and is like to be the best for a period to come.

COLORTYPE PRINTING.

The October number of *Advertising Experience* contains the following on this comparatively new process:

The commercial value of a new idea is often its greatest value, and yet is the value which is often hardest to impress upon hard-headed commercial people.

There are always a few people in advance of the crowd in grasping all possibilities of the new idea.

This is true of the colortype printing, as in all other cases. Colortype printing in the hands of leaders in its development has been a commercial success for some time. Yet it is still a new idea, and the advertising power of this remarkable product of color photography and expert printing has been realized among merchants, advertisers and publishers, by the enterprising few.

Years ago advertisements were illustrated by crude drawings, then came better drawings and lithography, then colored illustrations, including the albertype, the photogravure and the halftone. Then came three-color halftone work, stop-out process, and last the colortype process.

Colortype work has been tested by hundreds of conservative business men, and it takes the leadership among methods of colored illustration. Compared with colortype work as produced by those who have been leaders in colortype developing, ordinary three-color halftone printing stands convicted of clumsiness. In a word, the colortype is to all forms of colored illustration what science is to guesswork, what accuracy is to inaccuracy. We will assume that illustrations sell goods and that colored illustrations sell more goods. Up to this time it has not been possible to get a really correct illustration in colors. The lithograph and three-color halftone process have approximate accuracy, but have only partially succeeded, because no artist or engraver can equal the accuracy of color photography, which is the absolutely correct transfer of form and color values from the subject being photographed to the nega-

tive, the yellow values to one negative, the reds to another and the blues to another. Printing plates are made from these negatives and are placed on printing presses quite different from the ordinary press. The yellows, reds and blues are printed from the plates, and behold! the original is produced in its every detail of form and color, no matter how many colors it possesses.

Lithography, or the ordinary three-color halftone work, cannot produce this result. It can produce effects, sometimes very good indeed, often very bad, but never by any possibility as true to the original as colortype work.

The writer has just glanced through one colortype company's list of customers. They number several hundred and are located in many States and cities.

Generally they are the wealthier concerns in their classes, but in many instances they are the concerns which will be the wealthier ones, because they are not lost in complacent self-contemplation, but are industriously seeking new and progressive methods.

The large mail order houses, and some that are not so large, lead other merchants in adopting colortype printing for catalogues. They let the colortype concern do the whole job, type and all.

Publishers, of course, use the process. The adaptability of its accuracy to the requirements of art appeals to them. Look for colortypes in many books soon, and not merely in technical books, but novels as well. For catalogue and booklet covers the process has been found peculiarly well adapted.



AERIAL ADVERTISING IN 1920.

ADVERTISING experience is such a costly teacher that it keeps the advertiser busy hustling for dimes with which to pay not only the publisher but the tutor.—*The Advisor*.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News*.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

BOTTLING.

IF you wish to reach the bottling trade of this country, advertise in the **AMERICAN CARBONATOR AND BOTTLER**, 67 Liberty St., New York. Established in 1881.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kemsprille, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an all advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

MASSACHUSETTS.

THE Lowell, Mass., TELEGRAM is the only Sunday paper published in Middlesex County. It is delivered direct to the homes in Lowell and all the surrounding towns on a day when people have time to read. It has more readers than any three other Lowell papers combined. It carries more home advertising than any two other local papers because it pays advertisers best. Write for sample copy; it will speak for itself. New York office, 120 Nassau St. (S. S. Vreeland, representative). Boston office, 12 Globe Bldg. (John P. Ackers, representative). Home Office, 28 Merrimack St., Lowell, Mass.

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in **THE HERALD**. Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

TO LET:

Three offices at No. 10 Spruce St.

Rent, \$600, \$500, \$400, respectively.

Apply to Geo. P. ROWELL & Co., owners, on the premises.

Send for a copy of the JOLIET DAILY NEWS and you will find all the leading advertisers

of the country represented: Royal Baking Powder, Wells, Richardson & Co., Dr. Greene's Nervura and Pinkham, Dr. Williams' Pink Pills, Listman's Marvel Flour, Maple City Soap, Calumet Baking Powder, Swift's Specific, Rathbone, Lord & Co., Chattanooga Medicine Co., Sterling Remedy Co., F. A. Stuart Co., Postum Cereal, Scott & Bowne, Ripans Tabules, Gold Dust, Dr. Pierce Med. Co., etc.

OHIO.

100,000 PEOPLE read PENNY MONTHLY.
Rates 10c. line. Send for sample Address PENNY MONTHLY CO., Youngstown, Ohio

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis.
Stock raising and farming. Circ'n 1906, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by **THE E. DESBARATS ADVERTISING AGENCY**, Montreal.

Displayed Advertisements.

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

On Christmas \$100 in gold will be given for best reason why every married man should read "**What Happened to Wigglesworth**," humorous book by W. O. Fuller, of Rockland (Me.) **COURIER-GAZETTE**. Particulars with each copy of book. Ask your bookseller about it.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

London, England.

GORDON Advertisers' Agents.
and
COTCH Every information supplied. Write to them.

To Insure Correct Deliveries
Consult Philip Hano & Co.

"I order a rug and you send a lawn mower," said the wrathful housewife. "What a blunder!" The man in the delivery wagon said he was not responsible for mistakes in the shipping department.
"Well, hereafter I shall trade with a firm that has a system of doing business."

She chose a house that uses the
Hano Retail Store Systems
by which a check is kept on a multitude of details, including wagon deliveries and exchanges.

If you are interested, please write and our representative will call. We go anywhere for business. Catalogue free.

PHILIP HANO & CO.,
Manifold Book House,
1 & 3 Union Square, New York.

**Mr.
Luther R.
Marsh,**

The eminent New York lawyer, who was at one time a law partner of Daniel Webster, and who is now upwards of ninety years of age, writes us, under date of August 10, 1901: "Your **Magazine of Mysteries** reaches out with long arms covering the whole field of Psychic and Spiritual Truths. I am so well pleased with it I wish it continued to my address regularly and to that end inclose one dollar for a year's subscription."

**A
Sample Copy
Free.**

Every reader of this paper can have a sample copy free by sending their name and address with a two-cent stamp to Thompson & Co., Publishers, 22 North William Street, New York City, and saying that they saw this offer in **Printers' Ink**.

In seven issues the circulation has reached 30,000 copies. The September and October issues had to be reprinted to supply the demand.

Three Thousand New Subscribers since September 1st

Memphis Evening 18,000 Circulation Daily Scimitar

This statement will astonish a great many advertisers, but, nevertheless it is true. The reason for this enormous increase? Memphis being an almost exclusive cotton country, the market reports are in demand at the earliest possible moment. The **Scimitar** gives a complete closing of all markets of the world twelve to sixteen hours in advance of all other papers in its territory. This being the fact, and with many other improvements which have recently been made in order to make the **Scimitar** the liveliest paper in its field, it should pay you to investigate the merits of the paper as an advertising medium. The paper has an exclusive day Associated Press franchise and runs from ten to sixteen pages daily. Correspondents in every important city in the Southern States. Is delivered by carrier in over two hundred surrounding towns.

For rates and other information write

R. A. CRAIG (IN CHARGE OF FOREIGN ADVERTISING)

41 TIMES BLDG., NEW YORK

87 WASHINGTON ST., CHICAGO

ACCORDING TO THE
American
Newspaper Directory
for June, 1901

THE
St. Paul Weekly
Volkszeitung

is credited with
the
Largest Circulation
accorded to any
German paper in Minnesota.

The Total Population
OF
ST. PAUL, MINN.
IS 165,000.

== 33% ==
of this population
ARE
GERMANS.

The Daily **Volkszeitung**
COVERS THIS FIELD
EXCLUSIVELY.

The St. Paul Daily and Weekly **VOLKSZEITUNG**,

being independent and having unexcelled facilities for news
getting, are read by all Germans regardless of their religious
or political ideas.

Volkszeitung Ptg. & Pub. Co.

Saint Paul, Minnesota.

THE SAINT PAUL GLOBE
is the official paper of the city.

C. H. EDDY, Eastern Representative,
10 Spruce St., N. Y.

*The
Evening
Journal*

JERSEY CITY, N. J.

"The Evening Journal is the best paper in the city."—*Statement of Jersey City Advertisers.*

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.

AND NOW IT'S 10,000

The Press Republic
SPRINGFIELD, OHIO,

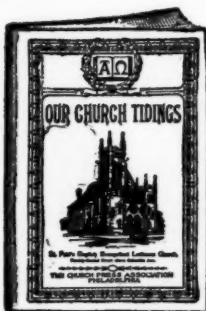
Is rapidly becoming the whole thing in Central Ohio. In less than two years its **circulation has increased more than 300 per cent**, and now it's guaranteed to average **10,000** paid circulation daily. The Citizen's National Bank will pay \$1,000 to the first advertiser proving our sworn circulation statements to be untrue, or proving the actual paid circulation of the PRESS REPUBLIC is less than the combined circulation of all other Springfield daily papers.

La Coste & Maxwell, 38 Park Row, New York,
Eastern Representatives.

RIPANS

I have four sisters who had been suffering from indigestion. I gave them some Ripans Tabules to try, and I know they would not now be without them. Everybody that tries them says the same. They come up to the mark every time.

At druggists.
The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.



1890

1901

Thirty Different Church Magazines
published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

A DIFFERENT MAGAZINE PRINTED EACH DAY OF THE MONTH
for a different Church—the 30 in 30 days.

AN EXCELLENT ADVERTISING MEDIUM

for the general advertiser. Used and indorsed by the best firms. Carry the following ads: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soup, Hire's Root Beer, Electro Silcon, Knox's Gelatine, Uneda Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to **THE CHURCH PRESS ASSOCIATION**
200 South 10th St., Philadelphia, Pa.

The Magazine of Mysteries

Is a phenomenal success and has jumped into an unprecedented popularity in a few months. The six issues were as follows: May 5,000, June 8,000, July 10,000, August 12,000, September 12,000, then 2,000 more were printed to supply the demand for the September number. The October issue was 20,500 copies and the first edition for November was 30,000 copies.

Have You Seen It?

You can have a copy gratis if you will send your name and address, with a stamp, and say that you saw this offer in this paper.

Worth \$100 a Year.

Gentlemen:

Inclosed please find postoffice order for one dollar for my subscription to your **MAGAZINE OF MYSTERIES**. I can hardly wait for the next number and would consider it cheap at **ONE HUNDRED DOLLARS A YEAR**. Money could not buy the benefit I have derived from the four copies already received.

JNO. C. CHILDS, Rome, Ga.

For a free sample copy address with stamp,

Thompson & Co.,
22 N. William St., N. Y.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Christmas planning has been going on for some time, and Christmas buying has already begun. That is why every ad, from now till Christmas, should be suggestive of the holiday and of gift-giving.

Four Weeks Away

is Christmas—it will be here almost before you know it. If you'd favor your friends with a gift that's sure to be appreciated, give them a pleasing photo of yourself, taken by Allen.

It's not too early to have them taken, and I can give more time and care to the work now than later, though no work is allowed to leave here, any time, that isn't up to my high standard.

A Call to Underwear.

If You Get a Snap

of cold weather without being prepared there's a chance for a doctor bill. We have the preventative—medium and heavy weight underwear in woollen, balbriggan or mercerized. Prices to range from \$1.50 to \$8 a suit.

Horse Blankets.

Blankets Again!

If you have money to throw away—buy your horse blankets elsewhere.

If you believe in saving a dollar—come here for them.

Our stock is the largest that can be found hereabouts, and we make this statement without fear of contradiction.

75 cents buys a better blanket here than \$1 will buy elsewhere, and so on right up through the better grades.

The saving is in the same proportion all the way through.

But enough said—a word to the wise ought to be sufficient.

Gives Reasonable Reasons.

More Good Bargains

Our crockery man says that probably our stock of Jardiniers is larger than that of all the other stores combined. It's too large for us, but its size gives you the best of opportunities for choosing, and has led us to fix prices that should make a large stock look small in a very short time.

Nearly every Jardinier was bought this season direct from the manufacturer at jobber's prices; that means a saving of 10 to 15 per cent for you to start with, and now our prices are one-half or one-third less than before.

Here are just four illustrations of the bargains you may expect to find.

Straight From the Shoulder.

Store News

Conquer your prejudices if you have any about buying at a small store. Try the little store around the corner. It's a small store with small expense. For its size it does the largest business of any in town. We keep on the move all the time. None but the best goods for the money. No baits to catch those who are not posted. If we can't do a fair, clean, open business we will quit.

Try our coffees. Our Rio 15c. is as good as can be produced for the money. It tastes like coffee. It's good coffee. It's cheaper at 15c. than package coffee could be at 10c., because it's pure and not covered with any unhealthy drug. Our Western Blend 25c. was roasted by one of the largest coffee roasters in the country. It's intended to compete with any 30c. or 35c. coffee on the market. It will do it, too. We buy our coffee at an under price and sell at an under price. If you are not satisfied with it bring it back and get your money. That's our way of doing business.

*Turkish Baths.***Protect Yourself**

against the vagaries of the cold, damp, fall weather and liability to rheumatism by taking frequent Turkish baths. They will ward off the dreaded rheumatics and keep your blood in a healthy condition. Shampoo bath, with plunge, 50c.

This Matter of Brevity is Easily Overdone.

\$5 Eiderdown Quilts Reduced To \$3

Brief explanation and brief price will give a hurry-up spirit to Eiderdown.

Good and Strong.

Good Gins

Everybody knows that there is a medicinal value in gin.

Many people drink gin every day—it keeps them alive—it keeps the kidneys in good order and any doctor will tell you that if the kidneys are in good order the heart is almost sure to be.

We have constantly in our store a full line of the best and purest gins known to mankind. Read over the names and note the prices.

Stove Repairs.

Your Troubles

are bound to be numerous as the "stove season" gets nearer and you begin to prepare for winter comfort. Therefore we remind you that we are the largest stove repair house in the city, carrying in stock the fittings for most of the stoves sold in this vicinity for many years past and having means to procure odd repairs at the least possible expense to you and the minimum of annoyance, when we do the necessary work of putting them in. We study your convenience and will come and examine any heating apparatus which you desire repaired, free of expense. If you are in doubt about anything that is wanted it will save you much trouble to have us see the stove and take the responsibility.

Quite Clever, but Lacks Prices.

**The Shorter
You Smoke**

our cigars the longer you enjoy them. We are direct agents for the best imported brands. We handle the standard domestics. A glance at your cigar case will show you what you need. A glance at ours will show you that we have it.

A Headline That Will Hit the "Hard-ups."

**Will Money
Help You?**

A. H. Jachles, established 1888, will loan you any amount quicker and on better terms than any, on monthly or quarterly payments, on furniture, live stock, implements and valuables or any other security. Mail applications will receive our prompt attention and strict privacy assured.

Open evenings to accommodate working people.

"The Man Without an Overcoat" is Pretty Sure to Read This One, but it Lacks the Description that Would Make it What it Ought to be.

**The Man Without
An Overcoat**

is wanted here—yes, wanted at once—for there's a sting and chill to this November air that promises all sorts of trouble to the man who is not properly clad.

You'll get all that's coming to you if you buy one of our ten dollar overcoats. The quality at the price is our powerful argument.

An Original Effort for Cod Liver Oil.

Hail That Hack

Do not let it get away from you, but stop it.

If you do not stop it, it may get away with you.

It's one of the most common sequels to the grip.

If it is neglected it may become a serious thing.

It may develop into a cough and become chronic.

Then you'll be sorry you didn't take our Emulsion.

This Emulsion of Cod Liver Oil will stop your hack.

25 cents a large bottle.

Have You One?

Does your life contain an unusual experience, adventure, incident, hope, vision or romance? Can you put it on paper in a clever, captivating way so that it will make a short story worth reading?

Will You Sell It?

If you will enter your story in The Black Cat story contest now open it may win one of the following prizes. Even if it doesn't win a prize, if it's a story that IS a story it will be bought for cash. No story will be considered unless it is sent according to the conditions printed in The Black Cat. If your newsdealer hasn't it we'll mail you a copy for five cents. Write at once, as the competition closes in 90 days. The Black Cat has opened the path to profit for hundreds whom it has paid tens of thousands of dollars and whose addresses it will send you as references. Name or fame of a writer counts for nothing with The Black Cat, which pays the highest price in the world for stories judged solely upon their merit. Here's your chance to tell and sell your story.

\$10,285 in Prizes

1st. Tour of the World, 179 days, actual cost.....\$2,100	13th. Cash.....	150
2d. Automobile..... 1,300	14th. Cash.....	150
3d. Cash 1,000	15th. Cash.....	150
4th. Cash 500	16th. Cash.....	150
5th. Crown Piano.... 500	17th. Round Trip, Boston to Cuba.....	150
6th. Round Trip, Boston to 'Frisco..... 350	18th. Cash.....	125
7th. Cash..... 300	19th. Cash.....	125
8th. Cash..... 300	20th. Cash.....	125
9th. Angelus..... 250	21st. Cash.....	125
10th. Cash..... 200	22d. Cash.....	125
11th. Cash..... 200	23d. Fox Typewriter.	110
12th. Cash..... \$200	24th. Oliver "	100
	25th to 39th. 15 Cash	
	Prizes at \$100 each 1,500	

If preferred, Nos. 1, 2, 5, 6, 9, 17, 23 or 24 may be converted into their cash equivalent, less the guarantee already paid to secure their delivery.

All cash prizes will be paid by certified check on The International Trust Company, of Boston. The Automobile, Crown Piano, Angelus and Typewriters will be delivered, freight prepaid, at any railway station.

The Black Cat
BOSTON, MASS.



...THE... WICHITA EAGLE

Is Not Installing a

...NEW... QUAD PRESS

As an advertisement, but because it
is forced to do so on account of its

CIRCULATION AND INCREASED VOLUME OF BUSINESS



R. P. MURDOCK, Business Manager

S. C. BECKWITH SPECIAL AGENCY

**Tribune Building, New York City
The Rookery, ✻ ✻ Chicago**

A1 Authority!

OFFICE OF THE **Press** MIDDLETOWN, N. Y.

November 12, 1901.

PRINTERS INK JONSON, New York City.

Gentlemen: We inclose with this a copy of letter which we sent you June 20th, ordering some ink. The ink was satisfactory. We have tried some other since, that was higher price but no better than yours.

Please read order of June 20th very carefully and send us 100 pound keg same as sent at that time. Be sure to make it just what we want and we will stand by you, ordering in larger quantities next time. We inclose \$5.

What will you sell us 250 pounds for?

Yours truly,

SLAUSON & BOYD.

Messrs. Slauson & Boyd are two of the best known publishers in New York State, and when they say my news ink is all right I don't ask for any higher authority. They were very particular in ordering the first lot, wanting an ink to work on their new Cox Duplex press, which had to be black with no offset, and not dry on the rollers. Judging by this testimonial, my ink must have filled the bill in every particular. My news ink is sold as follows:

500 lb.	barrels,	\$20.00
250 "	kegs,	11.25
100 "	"	5.00
50 "	"	2.75
25 "	"	1.50

My terms are strictly cash in advance. When the ink is not found satisfactory I cheerfully refund the money and pay all transportation charges. Send for my price list of job inks.
Address

PRINTERS INK JONSON

17 Spruce St. .

New York

AGAIN NEXT TO THE Top of the List!

For the month of October, 1901,
it is again the proud record of

The Philadelphia **INQUIRER**

TO HAVE CARRIED MORE PAID ADVERTISING THAN
ANY OTHER NEWSPAPER IN THE ENTIRE UNITED
STATES, WITH THE SINGLE EXCEPTION OF THE NEW
YORK HERALD

Following are the figures, which are furnished in almost every instance by the newspaper itself, and therefore officially correct. They show the total number of agate lines of advertising printed in each during the month of October last as compared with the corresponding totals for the same month last year, together with the number of lines gained over the preceding year's record.

		TOTAL LINES		
		Oct. 1901	Oct. 1900	GAIN
Herald.....	New York	773,725	670,828	102,897
Inquirer	Philadelphia ...	738,900	586,200	152,700
World.....	New York	703,546	613,632	89,914
Eagle.....	Brooklyn	643,901	607,424	36,477
Tribune.....	Chicago.....	633,282	530,700	102,582
Record.....	Philadelphia....	574,500	477,900	96,600
Post-Dispatch	St. Louis.....	491,820	383,811	108,009
Journal	New York	461,558	442,637	18,921
Globe-Democrat	St. Louis	431,976	380,331	51,645
Republic.....	St. Louis.....	411,669	397,188	14,481
American.....	Chicago.....	388,932	297,564	91,368
Plaindealer ...	Cleveland	383,400	307,125	76,275

In order that these figures may show a true comparison, they are all computed at the uniform measure of 300 lines to the column and fourteen lines to the inch.

Advertisers appreciate the significance of this continued growth, which means that the Philadelphia Inquirer is one of the Greatest Advertising Mediums in the World.

THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE
Nos. 86-87 Tribune Building

CHICAGO OFFICE
508 Stock Exchange Building